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DAY 02 TUESDAY 30 JANUARY 2018

arab health

DAILY DOSE

THE OFFICIAL DAILY NEWSPAPER OF THE ARAB HEALTH EXHIBITION

HH Sheikh Hamdan bin Rashid Al Maktoum inaugurates Arab Health 2018

The newly introduced Personal Healthcare Technology Zone and Product Demo Zone displays latest innovative healthcare products

The 43rd edition of Arab Health Exhibition and Congress was inaugurated yesterday by His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance and Industry. Sheikh Hamdan toured the exhibition along with local and regional dignitaries including His Excellency Humaid Al Qatami, Chairman of the Board and Director General of Dubai Health Authority, Dr Tawfiq bin Fawzan Al-Rabiah, Minister of Health, Kingdom of Saudi Arabia, and His Excellency Dr Ahmed bin Mohammed bin Obaid al Saeedi, Minister of Health of Oman.

Arab Health 2018 is expected to welcome more than 4,200 exhibiting companies and 103,000 attendees from 150+ countries. "With the demand for healthcare products and services continuing to increase within the region, Arab Health is a must-visit exhibition for anyone associated with the industry, not only in the Middle East but across the globe," commented Ross Williams, Exhibition Director of Arab Health.

There are a number of groundbreaking products on display at the event, including the real-time, image-guided surgical robot from Johns Hopkins University that was recently used to insert screws into a patient's spine. Other products being showcased include the augmented reality system developed by Novarad,



the world's first robotic 360° breast thermography system from Cura, and the artificial intelligence (AI) enabled Somatom Edge Plus CT scanner from Siemens Healthineers, highlighting recent cutting-edge solutions in the sector.

Manufacturers and providers of personalised healthcare products and services are showcasing pioneering technologies at Arab Health's first-ever Personal Healthcare Technology Zone. The Zone features smart watches, health monitors, telemedicine technologies, and mobile device

accessories, among other innovative products. 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.

Accompanying the exhibition this year are 19 business and Continuing Medical Education (CME) conferences as part of the Arab Health Congress.

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COUNTRY FOCUS: NORTHERN IRELAND p13

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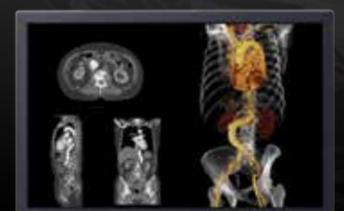
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“Arab Health is an international exchange hub of knowledge, technology and resources”:

Alungal Mohammed, President of Abeer Medical Group



Arab Health Exhibition & Congress is an international exchange hub of knowledge, technology and resources in healthcare,” says Alungal Mohammed, founder and President of Abeer Medical Group. He acknowledges that participation in the event has helped Abeer in formulating strategic ties and partnerships with the leading healthcare players and traders in the MENA region.

Having established itself as a world-class healthcare group in less than two decades with facilities across the Kingdom of Saudi Arabia, UAE and India, Abeer Medical Group is now on an expansion mode as it is all set to open the largest hospital in the private healthcare sector of Oman and a state-of-the-art medical centre in Kuwait. In addition, new projects including a hospital and medical centre are being planned for Saudi Arabia while in the UAE, Al Raha Hospital in Abu Dhabi will soon emerge as a leading tertiary care hospital, and a high-end referral centre dedicated to women and children will open in the UAE capital this year.

An MBA holder in Hospital Management from the

University of Washington, Alungal Mohammed is also the Vice-President of both the Indo-Saudi Medical Forum, a portal for interactions for medical fraternities of India and Saudi Arabia; and Saudi Indian Business Network (SIBN), a professional organisation that groups together entrepreneurs, senior executives and professionals from Saudi Arabia and India.

Abeer currently operates 15 healthcare facilities in Saudi Arabia including top-notch medical centres and hospitals catering to the healthcare needs of more than 4 million people every year.

What do you think is currently driving the healthcare industry forward, both in the MENA region and globally?

Primarily, it's quality and affordability of healthcare delivery.

Since the MENA region has a multiethnic and diverse population, it is important to cater for their healthcare needs on a par with global healthcare standards. The goal is to make the healthcare environment so hospitable that the care seekers get a better feeling with your better healing.

“Technological sophistications in healthcare based on the application of Artificial Intelligence, Virtual Reality etc will trigger a paradigm shift in the industry, I'm sure. This, when offered together with a greater level of compassion, will make healthcare delivery impeccable.”

Globally, the healthcare industry is booming as never seen before. But what accounts for this is the rampant unhealthy lifestyle. In my perspective, mushrooming of healthcare facilities indicates an inauspicious condition.

The actual growth of healthcare industry must never be understood in terms of multiplying healthcare institutions. Rather, it has to be on the basis of increasing awareness on the ways to enhance healthy lifestyle practices and thus to check ill-health to the best possible level. No doubt, the motto of modern healthcare industries in the world needs to be more efficacious along the lines of this notion.

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

Technological innovations and digitalisation are bringing about fruitful and far-reaching impressions. Diagnostics and treatment modalities are being simplified at the patient's ease and comfort. Many such developments pertaining to modernisation of healthcare like patient-friendly apps are good enough for the healthcare needs of the modern world.

Abeer is confident it will continue to win the trust and goodwill from the populace of the UAE through quality and affordable care-giving. The focal point of Abeer's healthcare development initiatives in the UAE is the expansion of Al Raha Hospital in Abu Dhabi. Within a year, Al Raha will attain the position of a leading tertiary care hospital in the UAE with a bed capacity of more than 150. Also, a 50-bed hospital for Women and Children in Abu Dhabi will be dedicated next year. This hospital will be a high-end referral centre equipped with ultramodern facilities, especially for the departments of neonatology, gynaecology etc. The advanced feature of this hospital will be luxurious LDRP (Labour Delivery Recovery Postpartum) Birthing Suites. Majority of the doctors and other medical professionals in our hospitals here will be academically proficient and western-trained.

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

Technological sophistications in healthcare based on the application of Artificial Intelligence, Virtual Reality etc will trigger a paradigm shift in the industry, I'm sure. This, when offered together with a greater level of compassion, will make healthcare delivery impeccable.

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

'Innovation at every single step of growth' is our aim to transform our healthcare organisation and make it globally supreme. Abeer Medical Group is introducing internationally acclaimed and sophisticated technological and medical healthcare features in every innovative step it makes.

Like the Guinness World Record winning mass awareness on diabetes, Abeer is organising an array of strategic programmes like campaigns, awareness events etc with a special attention to the preventive and predictive aspects of healthcare on such specific subjects related to global human health and wellbeing.

What products or technology will you be showcasing at Arab Health 2018?

We will exhibit our service-based features and future prospects, mainly pertaining to Abeer's new facilities in the Middle East such as the soon to be opened largest hospital in Oman, a high-end medical centre in Kuwait, new hospital and medical centre projects in Saudi Arabia and so on. We are also keen on reinforcing our corporate collaborations during Arab Health.

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 an international exchange hub of knowledge, technology and resources in healthcare. Neither any healthcare gathering nor any similar conference in the MENA region has such a magnificent exhibition potential of the medical trends and technologies for the next generation healthcare arena.

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

Arab Health has helped us in formulating strategic ties and partnerships with the leading healthcare players and traders in the MENA region. We are happy that the recognition and reputation of Abeer Medical Group as a top tier healthcare group in the Middle East is showcased before an international healthcare audience.



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TODAY AT A GLANCE

ARAB HEALTH 2019 CONGRESS

Conference	ROOM	Location	Start	Finish
Imaging & Diagnostics	Al Multaqua Ballroom	Between Hall 4 & 5	850	1800
Surgery	Shk Maktoum B	Shk Maktoum B	930	1730
Orthopaedics	Shk Rashid Hall - Part D	Shk Rashid Hall - Part D	930	1745
Family Medicine	Shk Rashid Hall - Part C	Shk Rashid Hall - Part C	930	1730
3D Medical Printing	Ajman D	Above Hall 7	930	1700
Hypertension	Dubai D	Above Shk Maktoum Hall	845	1630
Anaesthesia	Abu Dhabi A	1st Floor Above Rashid Hall	830	1730
Public Health Forum	Abu Dhabi B	1st Floor Above Rashid Hall	830	1800
Connected Care	Ras Al Khaimah	2nd Floor Above Rashid Hall	930	1645
Paediatrics	Umm Al Qwain	2nd Floor Above Rashid Hall	915	1800
Emergency Medicine	Al Ain J&K	Above Hall 4	845	1800

ARAB HEALTH DAILY DOSE

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ARAB HEALTH CONGRESS 2018

The Arab Health Congress 2018 agenda features business, leadership and Continuing Medical Education (CME) conferences to attending healthcare professionals. With the aim of bridging the gap in medical knowledge, the carefully designed congress provides the very latest updates and insights into cutting edge procedures, techniques and skills.

Arab Health Congress 2018 is one of the largest multi-track medical conferences accredited to CME worldwide and will see the participation of more than 8,000 delegates and 500 speakers from the region and around the world.

Informa Life Sciences Exhibitions, the organisers of the Arab Health Congress are committed to ensuring that all of the scientific conferences presented as part of the event comprise of valuable and up-to-date topics that are relevant to the medical disciplines being addressed. They also aim to make sure that new advances, research and technologies are also highlighted to better inform and equip those attending.

Continuing Medical Education (CME) Accreditation forms an integral part of fulfilling this commitment. By attending a CME accredited conference, delegates can be certain that the content of that conference has been well researched to ensure its relevance and suitability for the target audience. They can also rest assured that the overall objective of the conference is to either update or further improve attendees' competence, skills and knowledge within their specific discipline.

Each scientific conference at Arab Health Congress, taking place from 29 January - 1 February 2018 is provided by the Cleveland Clinic Centre for

Continuing Education.

The highly anticipated Imaging & Diagnostics, Paediatrics, Surgery and Orthopaedics conferences runs for the full 4 days, giving more CME hours than ever before.

As one of the most popular conference tracks, the 18th Imaging and Diagnostics - Total Radiology conference is presenting the latest advances in medical imaging, accurate imaging diagnosis and improvement of care quality for radiology patients. It is held under the theme, 'Advances in the Art of Radiology'. The Surgery Conference themed 'Decision-making in complex cases' is

for general surgeons who want to refine their procedural skills and are interested in performing advanced procedures. The programme covers both the theoretical aspects around the relevant procedures as well as case-based experiences on these procedures.

At the Orthopaedics conference, participants will be updated on the diagnosis and treatment of a wide variety of common and serious orthopaedic conditions while the 11th edition of the Paediatrics Conference will see notable experts from around the globe presenting the most up-to-date information on diagnosis and treatment of

paediatric conditions.

All congress programmes focus on incorporating evidence-based medicine into current medical practice as well as in-depth case reviews by leading healthcare professionals.

Arab Health Congress 2018 also introduces 10 brand-new conference programmes including Connected Care, Family Medicine, Obesity, Trauma & Acute Care Surgery, Respiratory Medicine, Pharmacotherapy and Dental. The congress also welcomes back some old favourites for 2018 such as Anaesthesia, Hypertension and Biomedical Engineering.



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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Carestream's Latest Innovations on Show at Arab Health 2018 – Booth#S3F10

Article provided by Carestream Health

Carestream Health is a leader in developing and deploying new technologies that address the needs of healthcare providers. The company is exhibiting its latest innovations at Arab Health 2018. Here's a brief description of the main Carestream solutions on display at the booth in Sheikh Saeed Hall 3:

Radiography Solutions:

Carestream DRX-Revolution

The DRX-Revolution Mobile X-ray System features excellent image quality and maneuverability, and its collapsible column makes it safer and easier to drive. The system automatically displays the previous technique so technologists can

Carestream's thin, lightweight DRX Plus detectors offer enhanced image quality, faster availability of images and longer battery life per charge. A battery hot swap allows a quick battery change without a reboot. The detectors can be submerged in one meter of water for 30 minutes without failure, which achieves IPX Level 7 rating for liquid resistance. Carestream's DRX Core detectors make reliable, high-quality DR imaging affordable for imaging centers, small to mid-size hospitals, clinics and urgent care facilities, specialty practices and mobile imaging providers. Both families of detectors offer 35 x 43 cm and 43 x 43 cm sizes. The DRX Plus family also offers a 25 x 30 cm detector that is ideal for pediatric exams.

Cone Beam CT for 3D extremity imaging:

Carestream OnSight 3D Extremity System

Carestream's OnSight 3D Extremity System performs high-quality, low-dose 3D extremity exams using cone beam CT (CBCT) technology. In addition to being compact and easy to install, it captures weight-bearing exams of lower extremities under normal load conditions. Orthopaedic specialists can streamline workflow and productivity by capturing onsite 3D exams that equips them to make a diagnosis and discuss treatment options with patients in a single visit. The CBCT system has a large-area detector that can capture a 3D image of the patient in a single rotation, which takes only 25

in-progress for this system including optional imaging analytics software.

In addition to showcasing its latest innovations, Carestream is dedicating an area on its booth, for Healthcare IT LIVE presentations and LIVE experts' discussions and users experience sharing to help its customers meet today's challenges: Increased financial pressure, the capture and management of massive amount of data, and the need for creating integrated care pathways to achieve clinical excellence.

The schedule of the LIVE sessions is published on the Carestream booth and on: carestream.com/arabhealth18



achieve consistent image display, which can help radiologists and physicians detect subtle changes. Image access at the tubehead can help streamline workflow for critical care patients.

Carestream DRX-Evolution Plus

Carestream's DRX-Evolution Plus offers major software and hardware enhancements to help expedite complex medical imaging exams and support future advanced imaging applications. It delivers greater flexibility in high-ceiling rooms via an extended tube column; a high-performance generator; an optional table to accommodate patients up to 705 pounds (320 Kg); LED lighting for enhanced functionality and aesthetics; and forward-looking design specifications to embrace new advanced imaging applications as they become available.

Carestream DRX Plus, DRX Core Detectors

Ultrasound:

Carestream Touch Ultrasound Systems

Carestream's Touch Prime/Touch Prime XE Ultrasound Systems feature a sealed, all-touch control panel that combines the speed and flexibility of a soft user interface with the tactile feedback of traditional keys. Carestream's advanced SynTek Architecture simultaneously provides enhanced spatial detail with increased frame rates for improved visualization of moving structures, while optimizing image formation to reduce noise and artifacts. Imaging and Doppler improvements allow for more consistent visualization of subtle tissue contrast differences and can increase the ability to see small structures. A single touch of a button on the transducer allows freezing, storing and printing of images.

seconds. The compact system can be plugged into a standard electrical outlet in an exam room and has a door that allows patients to step into the system's imaging area.

Healthcare IT solutions:

Carestream's Clinical Collaboration Platform

A powerful enterprise image data management solution that is designed to make critical patient images and data easily accessible to all stakeholders who collaborate in the continuum of care—referring physicians, specialists, IT and business administrators and patients. It is also available as a cloud offering with a comprehensive list of services for diagnosis, distribution, interoperability, security and analytics. At Arab Health 2018, Carestream is demonstrating several new features and works-



carestream.com

ARAB HEALTH 2018
Booth# S3F10

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FLAT PANEL DETECTORS. ULTRASOUND. DRX FAMILY. VNA
CR.Vue RIS.MOBILE DR.DRX PLUS
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'Innovation is a key part of the Dubai Health Authority strategy'

As the Dubai Health Strategy 2021 completes almost two years of implementation, DHA experts to evaluate its success in improving healthcare services in the emirate and to understand its impact on the overall health sector.

Article provided by Dubai Health Authority (DHA)

“DHA's Dubai Health Strategy has 2016-2021 has three key goals,” says Fatima Abbas, Director of Health Policy and Strategy at the DHA. “These are: drive innovation and ensure governance, protect and improve population health and ensure patient happiness by providing world-class health services. These goals are aimed to fulfill the DHA's vision which is to towards a healthier and happier community. Our focus is working across a continuum of care, starting from early prevention and detection of disease all the way to rehabilitation.”

In the last two years, Abbas says the DHA has accomplished several key tasks keeping in mind the top three goals and all the initiatives of the strategy, which has been divided into immediate, medium and long-term goals. Several of the immediate initiatives were accomplished and these include:

Achievements under 'innovation and ensure governance'

■ Implementing easier medical regulation processes in line with international best practices. Total number of health professional licenses increased by 15 per cent and number of

facilities licensed increased by about 27 per cent.

■ Meanwhile DHA is working on revamping its health governance structure, which will result in increased accountability of hospitals and will further improve patient safety and experience.

■ DHA has adopted new health technologies such as telemedicine, RoboDoc and 3D printing with the aim of fostering innovation across the continuum of care in addition to smart applications.

■ In the electronic medical record front, we have completed the implementation of the records across all DHA facilities. Recently, Rashid and Dubai Hospital and 12 DHA PHC's were felicitated with an award for achieving EMRAM stage 6 of patient data maturity.

Achievements under 'protecting and improving population health'

■ As of now, 92 per cent of hospitals in Dubai have completed their international accreditation, which is a significant jump from 86 per cent in 2015.

■ Number of physicians per 10,000 of the population has reached 33 exceeding the national level (27) and is approaching the level achieved by Sweden (39).



Achievements under 'patient happiness and providing world-class healthcare services'

■ Insurance coverage for all Dubai residents has been a direct source of patient happiness and today 98 per cent of Dubai residents have been covered under the mandatory health insurance scheme.

■ Life expectancy of Dubai residents has reached almost 80 years exceeding that of the USA and approaching UK and Japan.

Abbas adds that innovation is a key part of the DHA strategy. DHA is currently establishing its

innovation center and partnering up with world leaders in healthcare and pharmaceutical industries to work on addressing the region's healthcare challenges, utilizing the best research minds and people's capabilities of the region, and leveraging the best practices.

In addition to this, DHA has been a vital member of Dubai Future Foundation Accelerator program for the past three cycles, and managed to partner up with a number of rising companies on implementing innovations in the healthcare delivery.

Dr Mohammed Al Redha, Director of Organizational Transformation at the DHA says: “DHA has already been utilizing a number of technologies and advancements in its day-to-day healthcare delivery, such as 3D printing for prosthetics, dentures, and cosmetics. Furthermore, DHA has also implemented Telemedicine, piloted and is now implementing the RoboDoc, which enables specialists to give their expert opinion to cases in remote areas, or for patients who are less mobile. Using smart technology and innovation is a priority for the DHA and in the years to come, patients, medical professionals and the overall health sector will see the direct benefits of such initiatives.”

Generating Simplicity: Real Power to Inspire Confidence

Article provided by Olympus

The ESG-300 is created to perfectly complement the needs of gastroenterology and respiratory medicine. All key operating modes are possible - along with unique options such SmartArgon and the ability to save customized procedure programs - placing it at the forefront of electro-surgical technology.

Simplicity

User-friendly design features such as a clear graphical interface, the option to select display languages and the wireless foot switch, make

simplicity integral to operating the ESG-300.

Intelligence

The new Argon Plasma Unit (APU-300) is the smart partner for the ESG-300. The SmartArgon mode provides consistent, safe and easy surgery - facilitating large area hemostasis by intuitively limiting the plasma beam penetration depth.

Confidence

The ESG-300 generator unites a user-friendly

interface with smart, responsive capabilities. It's easily set up to meet your personal requirements, supporting those who use it, however they want to use it. Its intelligent features mean ESG-300 takes those who use it forward, inspiring trust that in turn inspires confidence. With ESG-300, confidence is simply inspired.

Experience

Olympus' heritage of providing reliable and effective treatment solutions in the fields of

gastroenterology and respiratory medicine continues with the ESG-300. The ESG-300 generator is designed to meet the specific needs of electro-surgery in the endoscopy unit, providing a simple, safe and smart source of energy.

Want to Learn More?

Contact our experts and we will get in touch with you to answer your questions or provide a live demo for better insights.

www.olympus.eu/ESG-300



MEDICAL DEVICES: SUNRISE SECTOR OF INDIA

India is the fourth largest market for medical devices in Asia. The industry is currently worth US\$ 10 billion, and growing at a rate of 15 per cent

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



The medical devices, surgical equipments and pharmaceutical machineries have emerged as the 'Sunrise Sector' of India due to its high growth potential in terms of domestic manufacturing and global exports. The industry is currently valued at around USD 10 billion and has been growing at an average rate of 15 per cent for past couple of years. It is the 4th largest market in Asia with indigenous products contributing 20-25 per cent to the overall market share. It is strongly believed that growth will outperform the current pace, resulting in the market reaching close to USD 25 billion by the year 2025.

Analysing the trends in the global market, there are ample opportunities for growth in contract design and development of medical devices. One where companies in the US and Europe offload a whole range of existing medical device products to India to maximise the cost advantage. India has been proving to be a reliable and dependable source for this capability. The second trend has been that global companies look at India as a hub in the Asian Region to undertake contract design, develop, manufacture and package the medical devices. International companies have been using India as a manufacturing base by either setting up facilities of



their own or by acquiring domestic manufacturers. Some examples include 3M's manufacturing plant in Pune, Becton Dickinson's manufacturing facility in Haryana, Hollister setting up manufacturing facility and Philips Medical Systems' acquisition of Medtronic and Alpha X-Ray Technologies.

All this has been possible due to the inherent strengths which are highlighted as follows:

- Significant focus on 'designing-to-cost' factor owing to the price sensitive market making Indian products competitive in majority of the global markets.

- Manufacturing range of predominantly low value to high end medical equipment catering to one of the most diverse set of consumers. All segments of medical devices are being developed and these include high precision components, subassemblies, printed circuit boards assembling, implantable grade materials and sterile packaging, bio-gradable implantable materials, noble metals and biomaterials like nitinol, polymers, silicones, epoxy, microelectronics, polymers, laser welding-hermetic sealing etc.

- India is home to the state-of-the-art ISO 13485 compliant in-house multi-disciplinary engineering

and manufacturing infrastructure that includes microelectronics, polymer sciences, bio mechanical, laser welding hermetic sealing which is supported by classified Clean Room and complex Device Assembly area.

- Sound record in adherence to IPR which is vital for medical devices.

- Expertise to provide the required regulatory compliance documentation for medical devices manufacturing quality management systems

- Increased focus by national R&D labs - DRDO (Defense Research & Development Organization) - on technologies for the sector which have been recently developed and commercialised. These include some of the most complex implantable devices made of titanium alloys for diverse engineering applications including Osteo-integration for integrating with surrounding tissues with implanted devices.

India has steadily widened the ambit of markets and now exports its medical devices to more than 150 countries. There is a growing awareness about the sunrise sector and the government of India extends full support in promoting exports of the sector.

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“Innovation will continue to drive development in the healthcare industry”:

Salah G. Malek, President, Middle East and Africa, Getinge

As President, Middle East and Africa region at Getinge, a leading medtech company, Salah G. Malek is convinced that innovation will continue to drive development in the healthcare industry but adds that it should not be viewed as being confined to technology or business models alone. Instead, he believes, innovation has a crucial role when it “comes to setting the organisation in the best way to increase efficiency in the patient flow.”

Holder of a Master’s degree in Biomedical Engineering from the University of Surrey, UK, Salah G. Malek embarked on his professional career with Medicals International in 1998, where he eventually became a Managing Partner. The knowledge, experience and insights gained here by handling 13 markets and 12 offices stood him in good stead when he joined Maquet’s Dubai office. Excerpts from the interview:

As a regional President of a global medical technology company, what do you think is currently driving the healthcare industry forward, both in the MENA region and globally?

It’s a combination of things that are interlinked: First, we see a population increase coupled with longer life expectancy that drives demand for efficient health care.

Second, besides higher demand, limited resources will drive the healthcare system in the direction of value based healthcare; by increasing clinical outcomes and reducing the total cost of care.

Finally, innovation will continue to drive development. Not only in terms of technology and business models, but also when it comes to setting the organisation in the best way to increase efficiency in the patient flow. When it comes to technology we will continue to develop devices for better procedures and rapid recovery, which will shorten the length of stay in hospitals. Perhaps more interesting, we expect digitalisation to bring a lot of benefits, both when it comes to patient flows and also, how to diagnose and treat patients.

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

The UAE healthcare industry remains attractive and will reflect on revenue growth; however, it is expected to materialise at lower profitability rates.

The UAE government is indeed discussing new taxes but at this stage it is not clear what they might be and when they might be introduced. A VAT higher than the current 5% is very likely in 4-5 years, perhaps going up to 7-10%. This will put pressure on our distributors’ debts and their financial capabilities as we see an increase in the interest rates as well.



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

The hospital of the future should be excellent in:

- A.** Providing high clinical outcome at reduced costs.
- B.** Lean management to limit waste and increase efficiencies.
- C.** Provide a great patient experience to our new informed and more involved patients.

Getinge continues to evolve in our solutions offering to those hospitals that really pay attention to not only high clinical efficacy and patient satisfaction, but also drives productivity and

efficiency. By doing so we can bring more and better healthcare to a growing number of patients – with the same resources. We see a significant potential in this, not only in the actual treatments and devices, but also in how to manage patient flows. As one example, we offer a solution for more efficient flows of patients that bring a double-digit improvement in productivity. We have a mission to help our customers to make one more surgery in each operating room each day. This will have a significant impact, not only on waiting times, but also from a financial perspective for each hospital as we are using existing resources in a more efficient way.

We also see a strong need to handle the growing threat from multi-resistant bacteria and the risk of actually getting an infection when visiting a hospital. This is what happens to millions of people each year around the world, and many of them actually die as a consequence. We can be a part of the solution for this.

Finally, we strongly believe in digitalisation, both in terms of bringing more accurate and timely diagnostics and treatments, and also in terms of increased efficiency in flows of patients, staff and sterile goods.

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

Innovation is crucial in healthcare. But too often we tend to focus on the ground-breaking innovations and tend to forget the step by step innovations and everyday improvements that really matter for the majority of the patients out there. Both are equally important.

We also tend to focus on technological innovations. However, organisational innovations and development together with having the right infrastructure are sometimes even more important, in order to actually being able to utilise the new technology in the best possible way.

What products or technology will you be showcasing at Arab Health 2018?

We will take the opportunity at Arab Health this year to launch our new corporate identity, as well as presenting our Operating Room (OR) solutions, low temperature sterilisation within the Central Sterile Supply Department and also our Getinge Financial Services.

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 provides Getinge with the opportunity to share technologies and services with existing and potential new customers. It is also a great platform to discuss the healthcare challenges in the region and what we, as professionals in the industry, need to do to address them moving forward.

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

Arab Health is a very popular exhibition. It is heavily attended by all healthcare stakeholders and it does provide a perfect opportunity to meet and find ways to serve our industry. For healthcare and trade professionals attending Arab Health, the event also serves as an opportunity to widen and strengthen distribution networks.





Watch Arab Health TV

at www.arabhealthonline.com

‘Empowering the mobility of caregivers is the DNA of Ascom’



Ascom, the global healthcare solutions provider, showcases its sophisticated Digistat suite of clinical data management modules at Arab Health 2018.

Participating in Arab Health for the fourth consecutive year, Ascom, the global solutions provider focused on healthcare ICT and mobile workflow solutions, is showcasing its sophisticated Digistat suite of clinical data management modules this year.

“We are thrilled to be at Arab Health, the largest gathering of healthcare and trade professionals in the MENA region, and be part of this growing industry,” says Anders Arthur, Vice President Growth Markets, Growth Markets. “Ascom has had a successful journey establishing itself as a prominent solutions provider in the Middle East. We have deployed 47 new systems

over the past 3 years in the region, including in UAE, KSA, Kuwait, Lebanon, Egypt, Oman, Bahrain and Jordan. Last year, we also established our presence in India and we see huge potential there as well.”

“The strong potential for growth in the healthcare arena in the Middle East region stems primarily from the keen interest shown by regional governments and policy makers in this sector,” says Ahmad Al Jassim, Director Middle East, Growth Markets Sales MEA, Turkey. “The growth of the Arab Health Exhibition – with increased traffic and strong international presence – is testimony to the commitment to the healthcare sector in the region.”

Ascom is seizing on the opportunities brought about by increased healthcare spending to boost its presence and enhance its customer base in the

region, he adds. “Our growth plan therefore aims to deliver our patient monitoring and medical device integration systems that offer numerous solutions especially for ICUs, surgical and OR management, while also expanding its reach in new markets across the region,” says Al Jassim.

“In a healthcare setting, every second counts as response time is critical to how well caregivers meet their patients’ needs. This is where Ascom solutions come in,” he explains. “The suite of solutions Ascom offers streamlines communication between patients and caregivers, reduces response time and boosts workflow efficiency. More importantly, by enabling clinical workflows at the bedside, it significantly reduces the margin for error and benefits both clinical and non-clinical users.”

Gianluca Testasecca, Head of Digistat International Sales at Ascom, explains further that the Digistat suite of clinical data management modules which the company is showcasing at Arab Health 2018 is a suite of software modules that can be configured into numerous solutions especially for ICUs, surgical and OR management, medical device integration, and the centralised display of patient data collected from multiple medical devices.

“We believe that as healthcare infrastructures in the MEA region develop and mature, there is a growing demand for such smart mission-critical solutions. This is therefore the right time for Ascom to penetrate the market and enjoy continued growth,” says Testasecca.

“Empowering the mobility of caregivers is the DNA of Ascom, and by delivering information directly to the hands of caregivers, our solutions can play a key part in supporting a better connected clinical environment while simultaneously contributing to patient safety and satisfaction.”

The new Ascom Digistat Vitals application on show at Arab Health is, for instance, a pioneering app that lets caregivers record vital parameters and perform guided scoring calculation at the bedside. “This helps achieve faster, more accurate and more direct registration of vitals into Electronic Medical Records. Double documentation and paper-to-EMR registration are time-intensive and prone to errors and omissions—issues that are addressed by Ascom Digistat Vitals,” he explains.

One of the key features of the Digistat system, adds Testasecca, is that it is device-vendor neutral, and can interface with a wide range of devices, throughout the hospital infrastructure. The Ascom solution systems offered can also be scaled from single departments to multiple hospitals.

The Ascom stand at Arab Health 2018 is S1. B50.

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www.olympus.eu/ESG-300

New Study Investigates the Clinical Utility of ORi™, Masimo Oxygen Reserve Index™

In a study presented at the recent International Anesthesia Research Society (IARS) Annual Meeting in Washington, DC, researchers at the UC Davis School of Medicine evaluated the potential clinical utility of Masimo Oxygen Reserve Index™ (ORi™) as an early warning of arterial hemoglobin desaturation in critically ill patients.¹

ORi is a relative indicator of the partial pressure of oxygen in arterial blood (PaO₂) in the range of 100 to 200 mmHg. ORi is intended to supplement, not replace, oxygen saturation (SpO₂) monitoring and PaO₂ measurements. As an "index" parameter with a unit-less scale between 0 and 1, ORi can be trended and has optional alarms to notify clinicians of changes in a patient's oxygen reserve.

In the prospective, collaborative, observational study, Dr Leonard Lee and colleagues enrolled 40 adult critically ill patients who were scheduled for elective surgical procedures requiring endotracheal intubation and planned arterial pressure monitoring catheter placement prior to induction of general anesthesia. The patients' ORi values were measured using a Masimo Radical-7® Pulse CO-Oximeter®. The researchers recorded the time elapsed from the start of ORi alarming (triggered by decrease in the absolute value and rate of change in ORi) to 94% oxygen saturation, as well as the time elapsed from 98% to 94% saturation. The average time interval between the start of ORi alarming and 98% saturation was considered to be the average increase in warning time provided by ORi.

The researchers found that among the patients, the average time from the start of ORi alarming to 94% oxygen saturation was 80±38 seconds (ranging from 29 to 227 seconds). The average time from 98% to 94% saturation was 46±23 seconds (ranging from 12 to 108) seconds. Therefore, the

average increase in warning time provided by ORi was 34±23 seconds (ranging from 4 to 119) seconds. On a percentage basis, the increase provided by ORi was 96%±92% (ranging from 5% to 479%).

The researchers concluded that the study "demonstrates the potential utility of ORi as an advanced warning of arterial desaturation and as an adjunct to SpO₂. This additional warning time can potentially translate to improved patient safety by allowing earlier calls for help, assistance from a more experienced person, or modification of airway management. For this analysis we defined the advance warning to end at 98% SpO₂. In clinical situations this SpO₂ might not be considered to be critical. Using a lower SpO₂ as the alarm level would increase the advance warning provided by ORi. Further analysis of the correlation of ORi and PaO₂, the use of ORi as a guide to pre-oxygenation, and its utility in the morbidly obese are areas for future study."

In another recent study, researchers at Children's Medical Center in Dallas, Texas concluded that ORi could provide clinicians with a median of 31.5 seconds advanced warning of impending desaturation in pediatric patients with induced apnea after pre-oxygenation.²

ORi has not received 510(k) clearance and is not available for sale in the United States.

References

¹Lee L, Singh A, Applegate R, and Fleming N. Oxygen Reserve Index: An early warning for desaturation in critically ill patients. *Proceedings from the 2017 IARS Annual Meeting, Washington, DC. Abstract #A1406.*

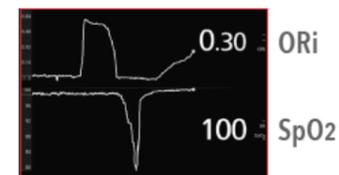
²Szmuk P et al. Oxygen Reserve Index A Novel Noninvasive Measure of Oxygen Reserve - A Pilot Study. *Anesthesiology. 4 2016, Vol. 124, 779-784. doi:10.1097/ALN.0000000000001009.*

The First Noninvasive and Continuous Parameter to Provide Insight into a Patient's Oxygen Reserve

ORi with Masimo SET® Pulse Oximetry May Provide:



> Advanced warning of impending desaturation, which may allow clinicians to intervene sooner



> Insight into oxygen reserve when titrating patients who are receiving supplemental oxygen



Clinical Application

> In a study of 25 paediatric patients undergoing general anaesthesia with orotracheal intubation, researchers found that ORi detected impending desaturation a median of 31.5 seconds before noticeable changes in SpO₂ occurred.¹

> In a study of 106 patients undergoing scheduled surgery in which arterial catheterization and intraoperative arterial blood gas analyses were planned, researchers found that decreases in ORi to near 0.24 may provide advance indication of falling PaO₂ approaching 100 mm Hg when SpO₂ is >98%.²

Dubai Healthcare City Authority launches the 2nd edition of its Excellence Awards

The newly launched awards to mark the 'Year of Zayed' aim to recognise women's contribution in healthcare and volunteerism

The 2018 Dubai Healthcare City Authority Excellence Awards has introduced new awards to mark the 'Year of Zayed' in the field of volunteerism, recognise the contributions of women in healthcare and commend young healthcare professionals, among other categories.

Under the patronage of the Chairperson of Dubai Healthcare City Authority HRH Princess Haya Bint Al Hussein, wife of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, the second edition of the Dubai Healthcare City Authority Excellence Awards was announced yesterday on the opening day of the 2018 Arab Health Exhibition & Congress.

Launched on the sidelines of the four-day Arab Health Exhibition and Congress, the Dubai Healthcare City Authority Excellence Awards 2018 introduced new awards to mark the 'Year

of Zayed' in the field of volunteerism, recognise the contributions of women in healthcare and commend young healthcare professionals, among other categories.

Dr Ramadan AlBlooshi, CEO, Dubai Healthcare City Authority - Regulatory, said, "I am personally proud and honoured that the award this year is under the royal patronage of HRH Princess Haya. We are grateful for her support which will strengthen our mission to continuously work towards excellence in improving the health and wellbeing of people and communities."

Through six awards, the 2018 edition aims to

recognise and reward outstanding contributions towards innovative initiatives and top safety standards within Dubai Healthcare City (DHCC) which have positively impacted patients' lives.

The 2018 edition has two broad categories - Excellence Awards and Recognition Awards. Under the excellence category there are three awards - 'Healthcare Innovation', 'Outpatient Clinics' and newly introduced, 'Distinguished Healthcare Professional'. Under the recognition category, there are three new awards - 'Year of Zayed Volunteerism', 'Inspiring Woman in Healthcare' and 'Young Healthcare Professional'.

"When we launched the first Excellence Awards in 2017, we reinforced our quest for excellence and innovation in healthcare. The inaugural edition recognised innovative practices and initiatives by our clinical partners who have significantly contributed to patient care, safety and experience. Our 2018 edition will once again nurture excellence and innovation in healthcare," said AlBlooshi.

Among the new awards, the 'Year of Zayed Volunteerism Award' recognises the contribution of DHCC's business partners, healthcare professionals and/or employees towards initiatives in the humanitarian, environmental or social fields. The award, in line with the 'Year of Zayed', aims to

celebrate volunteerism, a value which the UAE's founding father Sheikh Zayed instilled in society.

The 'Inspiring Woman in Healthcare Award' aims to recognise and celebrate notable women in DHCC who have made a contribution through innovative, creative and inspirational leadership, driving excellence in healthcare services.

To further showcase the impact by individuals, the 'Young Healthcare Professional' aims to honour professionals between 20-30 years for their contribution towards the improvement and enhancement of the healthcare system in DHCC. Similarly, the 'Distinguished Healthcare Professional Award' aims to honour notable healthcare professionals for their outstanding achievements in improving healthcare within the free zone.

All facilities within the DHCC free zone are eligible to apply via dhcc.gov.ae. The deadline for submitting entries is March 31, 2018. The winners will be selected by an independent judging panel and commended at a ceremony in May 2018.

In line with the Dubai government's vision of developing the emirate into a healthcare hub, DHCC and its verticals work together to increase access to quality healthcare services, improve patient safety and enhance capacity and capabilities in medical education and research.

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Technological innovation in the healthcare sector is welcomed by GCC residents



PERSONAL HEALTHCARE TECHNOLOGY ZONE

■ 45% of GCC residents find wearable technology, such as fitness trackers or smart watches, an effective way to monitor their personal health, reveals survey commissioned by Arab Health 2018

■ 49% of survey respondents believe that 3D printing of organs or limbs is an effective way to save lives

Arab Health – the largest gathering of healthcare and trade professionals in the MENA region – reveals that 45% of GCC residents find wearable technology, such as fitness trackers or smart watches, an effective way to monitor their personal health.

In a GCC-wide survey commissioned by Arab Health 2018, 50% of respondents aged 18 to 24 were in favour of Smart Health Technologies and personalised healthcare options, reflecting an increasing trend of the younger health-conscious population seeking preventive care. The wearable sensors market in the UAE and Saudi Arabia is projected to increase to \$3.97 million and \$3.08 million by 2018, respectively, supporting this

emerging trend in the two largest populated markets in the GCC.

Manufacturers and providers of personalised healthcare products and services are currently showcasing the latest technologies in this rapidly growing field at Arab Health 2018 in its first-ever Personal Healthcare Technology Zone.

Commenting on the results of the survey ahead of the ongoing exhibition, Ozlem Fidanci, CEO Philips Middle East & Turkey said: "Philips understands the value of connected health and the potential these devices have to help patients and clinicians monitor chronic conditions, important vital information such as blood pressure and even sleep quality. We are continuously developing new wearable sensing technologies to offer accurate and reliable methods of monitoring of cardio, respiratory and activity metrics."

In addition, 49% of survey respondents in the GCC stated that 3D printing of organs or limbs is an effective way to save lives, reflecting an increased awareness surrounding the clinical use of technology



in healthcare. Despite a high level of awareness on the benefits across the GCC, with the highest in Kuwait at 58%, and the lowest in the UAE at 43%, healthcare professionals still face significant clinical and regulatory challenges, along with scepticism surrounding its use in the wider region.

Arab Health's newly accredited CME 3D medical printing conference will feature a global perspective on the advancements and key challenges in 3D medical printing practices for healthcare professionals.

Dr Bon Verweij, a leading neurosurgeon and speaker at the Arab Health 2018, commented, "3D printing is revolutionising the healthcare sector, enabling the creation of life changing products and devices. As a medical professional, I have witnessed first-hand the groundbreaking results 3D printing can have on the outcomes and quality of life for



patients. The medical possibilities are endless, the more we harness the power of this technology and embrace new medical techniques." Dr Verweij is the first and only person to have ever done a skull transplant using 3D technology and virtual reality.

"In its 43rd edition, Arab Health 2018 features an increased focus on how innovation and technology is transforming the healthcare sector. There has been a growing interest and awareness from across the region about how to leverage life changing technological advancements to improve personal health and medical techniques. Arab Health is a must-visit exhibition for anyone associated with the industry, not only in the Middle East but across the globe," commented Ross Williams, Exhibition Director, Arab Health 2018.

The survey was conducted by YouGov in December 2017, with over 2,700 participants from across the GCC.

French medical expertise back in Dubai for Arab Health 2018

30% of new exhibitors are introducing a whole new range of expertise in hospital furnishings & equipment, hygiene and risk prevention, diagnostics and implants

130 French companies are currently participating on the French Pavilion at Arab Health, the Middle East's largest healthcare exhibition. Of these, 33 companies are visiting Dubai for the first time. Occupying an exhibition space of almost 1,300 m², they are showcasing their expertise in a wide variety of areas: hospital furnishings and equipment, hygiene and risk prevention, diagnostics, and implants.

The pavilion run by Business France is showcasing the latest French innovations. The technicality of these innovations is in line with the requirements of the highly demanding, fast-developing local market.

In 2017, France's medical device market reported a turnover of €28 billion, generated by over 1,300 companies (92% of which are SMEs). The industrial sector employs 85,000 people in France. Growth in the sector is driven by exports, turnover from which is increasing by 5% annually. International development and R&D are the two main growth drivers for SMEs, and constitute a business model that 65% have chosen to adopt.

The medical devices sector in France pursues a three-pronged growth strategy based on 'rational innovation, international development and external growth', with exports being the main driver given the slowdown in the domestic market. In this regard, innovation is still a vital necessity for these companies. This is reflected in their efforts to develop solutions that incorporate new functionalities, based in particular on e-health technologies.

The following sectors will be the most strongly represented in the French Pavilion:

Hospital furnishings and equipment: medical

beds, trolleys, wheelchairs, surgery lamps, dialysis chairs, gynaecology chairs, etc.

Prevention and management of hospital risks/ hospital hygiene: air treatment and purification, hospital waste management, ventilation systems, decontamination of effluents, sterilisation and disinfection equipment, cold chain monitoring, temperature monitoring systems, etc.

Diagnostics: ultrasound diagnostic equipment, ultrasound scanners, Doppler scanners, endoscopes, X-ray units, etc.

Implants: arthroscopic, orthopaedic, gastric and intraocular implants, or surgical implants for cardiovascular, gastrointestinal and urological procedures, etc.

With the help of five regional partners – DEV'UP, Lille Eurasanté, Bretagne Commerce International, Medicalps (a healthcare technologies cluster in Grenoble-Isère) and, for the first time, Nouvelle Aquitaine – the Pavilion run by Business France are showcasing the latest French innovations at Arab Health 2018. This year, the French Pavilion at Arab Health is organised in partnership with Dubai Science Park (DSP), the vibrant, holistic, science-focused freezone community, dedicated to supporting entrepreneurs, SMEs and MNEs; and HACARE, the French designer and manufacturer of medical furniture that now has the ability to provide customised turnkey solutions for different medical units, patient room furniture, OT areas, ICU, management of storage areas, nursing stations, ambulatory unit, waiting areas, VIP salon, etc.

Stands to look out for at the French Pavilion

Saint Romain: This French manufacturer of easy-



to-use designer tableware for the healthcare sector has unveiled its new products for 2018: The Ergo 3D case, a five-litre insulated pitcher; an ergonomic spoon for left- or right-handed users; and a range of lightweight, shatterproof plates made of biologically sourced materials. For over 70 years, it has been designing and manufacturing its innovative creations exclusively in France. Fully compliant with European standards, they help users regain their independence and make mealtimes a pleasure again.

SOLSTEO: This French company manufactures industrial ethylene oxide (EO) sterilisers and air purification systems. The medical devices market is becoming increasingly global, and SOLSTEO realised very early on that it must keep up with the trend. When a company exports 95% of its products, it must find a way to overcome distance to provide long-term support to its customers. By making the most of online technologies, SOLSTEO has given a new lease of life to the ageing world of industrial machinery.

STERIGERMS: Manufactures mobile machines

for an on-site neutralisation of medical infectious waste (MIW), and has a strong 15 years industrial experience in this field. All that is needed to operate a STERIGERMS machine is a standard power outlet. In other terms, STERIGERMS is unique as it does not need any water or chemicals or any other process to treat MIW. As the official and exclusive supplier of the French Navy, its machines can be found on the Charles de Gaulle aircraft carrier, the flagship of the French fleet. At Arab Health 2018, it is currently exhibiting its 60-litre devices at the France Pavilion.

DELMONT IMAGING: The French start-up will be exhibiting ICARE+, a compact and innovative system that can be used for HD hysteroscopy in both offices and examination rooms. IMAGYN, which is an application installed on the iPad Pro, can be used to enter the operating report with just a few clicks. It will then be stored in the Cloud, thereby making it accessible from anywhere.

YSY MEDICAL: Previously presented as a prototype at the 2017 Arab Health trade fair, the final version of YSY CEMP is now ready. Its innovation lies in its advanced sensors, its pulsed electromagnetic field, as well as its unique and exclusive protocols. This hands-free solution allows the patient to remain clothed and its new postpartum indications ensure optimal quality of care.

MEDICAL TUBING: Specialised in clean-room thermoplastic extrusion of flexible tubing and flexible plastic sheets used to manufacture medical pouches. MEDICAL TUBING is the only French manufacturer offering medical PVC compounds, tubes and sheets for medical sector players: laboratories and manufacturers of medical devices.

Connect with Northern Ireland's world-class life and health sciences sector

By Mrs Swathi Sri, Head of Territory, Invest Northern Ireland

I'm delighted that once again Northern Ireland will play a significant role at this year's Arab Health Exhibition & Congress. This small region of the UK is making a big name for itself in the Life and Health Sciences sector worldwide and the Middle East is no exception. From our Invest Northern Ireland office based at the British Embassy Dubai, my team and I help our companies to expand into India, the Middle East and Africa region. Many are already active here and others are seeking to develop the market for the first time.

Some key information on our exhibitors and visitors at this year's Arab Health:

TriMedika

TriMedika saves hospitals millions by taking consumables out of temperature measurement and optimising infection control. Through innovative market-led development, TriMedika's non-contact TRITEMP IR thermometer for hospitals and clinics revolutionizes temperature measurement.

www.trimedika.com

Paradox Omega Oils Ltd

Paradox Omega Oils Ltd manufactures innovative unique high-quality Omega fatty acid food supplements for all the family. Paradox has been developed using a natural and incredibly effective method which protects essential Omega fatty acids, keeping them fresh. This extra protection gives the fragile Omega fatty acids found in fish oil much more stability, making Paradox fresher when it reaches the body's cells. www.paradoxoil.com

Clonallon

Clonallon produce Procedural Packs that put the customer in control. The company aims to be a leading CPT supplier throughout the Gulf region building on a solid local reputation and sustained growth in the UK and Ireland. Patient safety and clinical knowledge are the driving factors for company growth. www.clonallon.com

Armstrong Medical

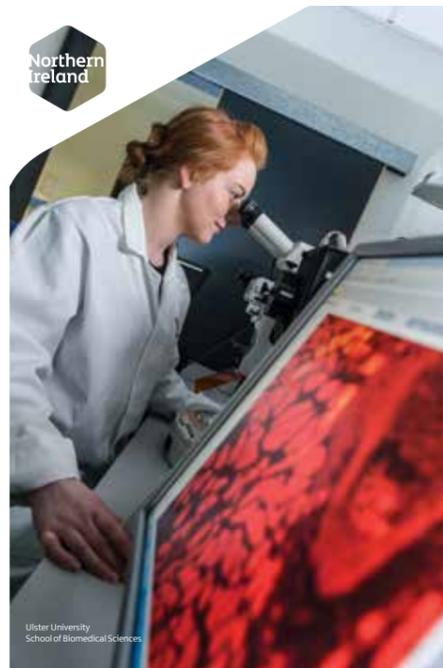
Armstrong Medical creates respiratory products to support healthcare professionals improve outcomes in critical care and operating departments. The company has grown considerably to become a worldwide manufacturer currently exporting to over 63 countries and employs over 130 people. Design and development are an integral part of the Armstrong Medical ethos with patient safety at the forefront at all times. Their aim is to enhance export growth by increasing their global sales, marketing and distribution network. Armstrong Medical continually seek to develop new business relationships and appoint new partners to work with them. www.armstrongmedical.net

Biopanda Reagents

Biopanda Reagents develop and manufacture in-vitro tests for clinical laboratories, veterinary practice, and food safety. The company provides innovative, high quality and cost-effective test reagents that offer the sensitivity and specificity that customers demand. Working closely with universities and research institutes, Biopanda researches and develops new technologies and reagents for customers. A key element of the company's strategy is to provide its customers with high quality products which will continue to meet market needs and performance expectations. www.biopanda.co.uk

CIGA Healthcare Ltd.

CIGA Healthcare Ltd. is an award-winning company that specialises in the development of rapid diagnostic tests for home and professional use. New products from their innovative R&D programme will help change the face of diagnostics and improve healthcare in all corners of the world. In the UK, the company supplies several major supermarkets, pharmacies, as well as the NHS and the HSE in Ireland. CIGA distributes Suresign® products to



Mrs. Swathi Sri, Head of Territory, Invest Northern Ireland

over 70 countries and through their subsidiary in the USA now has several major US customers. www.cigahealthcare.com

OBE

OBE's Masterburn MB100MED medical waste incinerator is specifically designed to suit the needs of small field clinics, medical practices, healthcare centres and hospitals. This compact incinerator can be used for safe, hygienic waste disposal of clinical, medical and pathological waste. It produces virtually no smoke or smell while in operation. The company also offers a mobile medical waste incinerator designed for use in emergency situations, such as disease outbreaks or disaster relief, or in remote areas. Its mobile waste incinerator can be fully installed on a trailer complete with fuel supply and a generator so that it is fully operational upon arrival on site. www.obewasteandagri.com

Clinisent

Clinisent's global mission—'to create activated, engaged, and enabled healthcare for patients and their families'—crosses the clinical community, spanning all its disciplines. The company's aims are backed up by a specific focus on delivering solutions that add value and clinical benefits. They achieve this by intelligently integrating and presenting the data sources needed to improve commercial and clinical goals. Their support structure and supplier accreditation program provide access to trusted local suppliers. Whether the customer is working directly with Clinisent, or with a local partner fully trained on its products and services, they can be sure of receiving the best level of service. The outcome for customers is "patient data simplified". www.clinisent.com



Queen's University Belfast
Centre for Cancer Research and Cell Biology

CIS Oncology

CIS Oncology is a Belfast-based Digital Healthcare Application Company. Its specialist application solution, ChemoCare optimises cancer care. ChemoCare enables patient-centric cancer care, allowing web-based access to cancer treatment information whenever and wherever it is needed. www.cis-healthcare.com

Intelesens

Intelesens is an internationally recognized innovator in targeted non-invasive vital signs monitoring. This includes in-depth expertise in wireless telemetry; low power consumption electronics; embedded proprietary algorithms; cardiology and respiratory monitoring; detection of paroxysmal Atrial Fibrillation; ambulatory hospital monitoring solutions; remote ultrasound viewing solutions; body sensors and low level signal processing; patented electrode manufacture and regulatory approval - FDA and CE. www.intelesens.com

Northern Ireland also benefits from strong links between industry and academia. Our 2 universities are at the forefront of the life and health sciences sector.

Queen's University Belfast

Queen's is the UK's ninth oldest university, and is part of the prestigious Russell Group of the UK's 24 leading research intensive universities. Queen's, also amongst the top one percent of universities in the world, combines an international reputation for academic excellence with a life-changing student experience and a culture of innovation.

Queen's has enjoyed successful collaborations in the Middle East for many years and has local representation in Dubai. More recently, the academic partnership between Queen's and Dubai Healthcare City to support the development and establishment of Mohammed Bin Rashid University of Medicine

and Health Sciences (MBRU) has been a success. Working with colleagues at MBRU, Queen's subject specialists have helped select world-class teaching and research staff, develop governance structures, design a curriculum, gain accreditation, and recruit and select students www.qub.ac.uk

Ulster University

As Northern Ireland's civic university, Ulster delivers excellent teaching and research that positively impacts on the prosperity of society. As a leading provider of health-related education, Ulster offers an extensive portfolio of accredited degree programmes, with a reputation for innovation and high quality student experience. Ulster is also Number 1 in the UK for Pharmacy for 3 years running; in UK top 3 for Optometry; and in UK top 5 for Biomedical Science research.

Ulster successfully collaborated in Saudi Arabia to deliver a nursing programme. Ulster University's Institute of Nursing and Health Research is engaged in research and development that enhances the knowledge, expertise and scholarship of nursing, midwifery, and public health. www.ulster.ac.uk

I think you'll agree our companies and universities have lots to offer that will help you achieve your health and business objectives. To learn more about each of them please be sure to attend the Business Forum in Zabeel Hall 4 this afternoon from 2pm until 5pm when each of them will present. Otherwise, please just stop by our stand in **G30 in Hall 7** for a cup of tea and a chat where you'll receive a friendly, Northern Irish welcome!

For more information, please visit www.investni.com/arabhealth

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Sports medicine specialists at Rush are global leaders in the treatment of sports-related musculoskeletal injuries. From cutting-edge surgical procedures to novel biologic therapies, we offer advanced solutions for both common and complex problems — and we are committed to providing the highest quality of care:

- Patients come to Rush from all over the world for our expertise in areas such as hip preservation, cartilage restoration, and shoulder and knee reconstruction.
- We're team doctors for the Chicago White Sox, Chicago Bulls, U.S. soccer and rugby, and many other teams, schools and organizations. We provide the same outstanding care for athletes of all skill levels — recreational, high school, college and professional.
- We perform thousands of arthroscopic procedures every year — and higher volumes are associated with better outcomes. We have the experience to address even the most complex problems, and we welcome those seeking second opinions.
- We use the least invasive techniques available and appropriate for a procedure. Our surgeons helped to develop some of the minimally invasive procedures that are now used worldwide.
- We are innovators, conducting cutting-edge translational research on new treatments and offering a range of clinical trials.
- We hold leadership positions in numerous nationally and internationally recognized orthopedic and sports medicine societies.

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Innovative Solutions for Shoulder Dysfunction

Article provided by Rush University Medical Center

Sports medicine physicians at Rush University Medical Center in Chicago have good news for patients who suffer from debilitating shoulder pain: they can restore the shoulder to health, and eliminate the pain.

In many parts of the world, shoulder repair is not seen as medically necessary, even when the patient is in significant pain. But shoulder pain is more than a symptom; it can lead to loss of function, according to Nikhil Verma, MD, Director of the Section of Sports Medicine at Rush. "There are really good treatment options for shoulder dysfunction," he says. "This is not something anyone should have to live with."

On the cutting edge

When it comes to treating the shoulder, Rush is among the very best centers in the world. "Not everybody can do this. We're really good at it," Verma says.

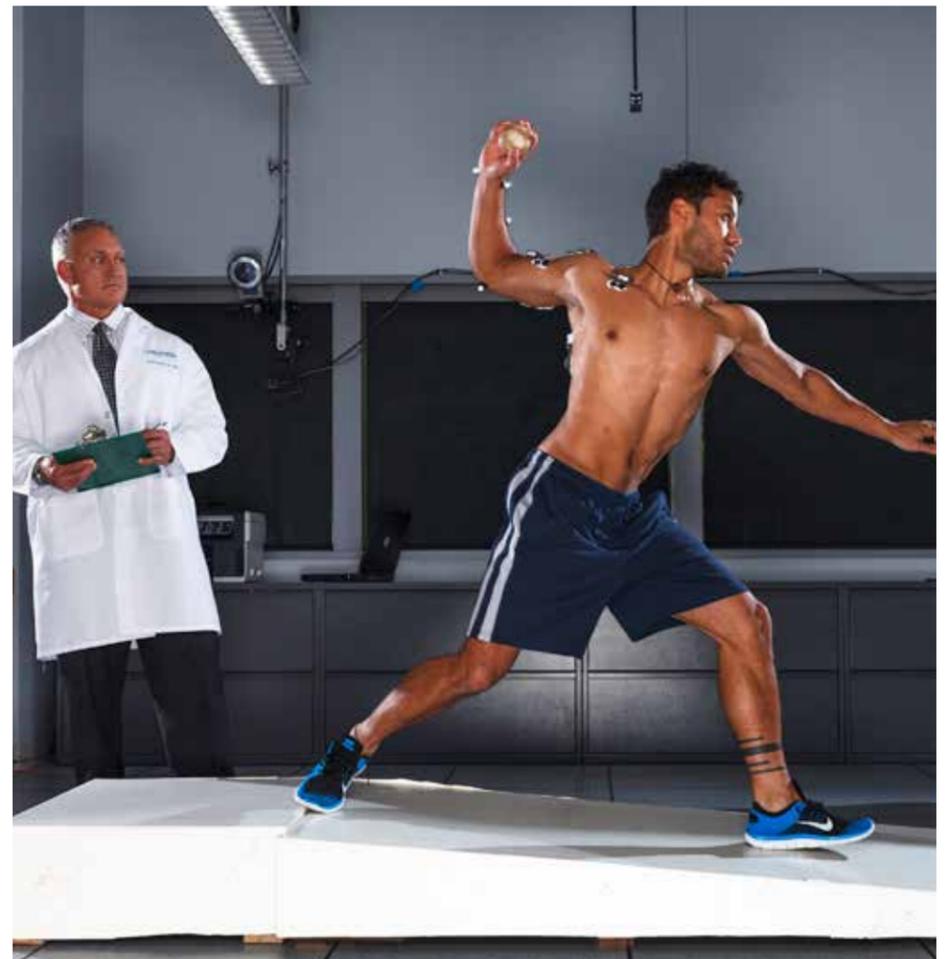
All of Rush's shoulder surgeons are also researchers, and a number are among the top thought leaders in the field. They have developed

also improving tendon grafts and cartilage grafts to treat more complex situations, including some that previously lacked good surgical options.

The technique of using live cartilage grafts in the shoulder was actually developed at Rush, and these grafts are increasingly used to treat patients with complex instability pathology. But while the technique is now available in many parts of the world, Rush has improved access to cartilage grafts other clinics can't obtain, and Rush surgeons perform about 200 cartilage replacement surgeries every year. Those 2 facts together make Rush the best place to have the cartilage-related procedure done, Verma says.

Exceptional shoulder care

The shoulder is extremely complex. It has the widest range of motion of any joint in the body, to allow for multiple planes of motion, and it gives us the ability to position our hand in space. As such, the loss of function in the shoulder can be disabling, impairing the ability to work, enjoy recreational activities, or even perform simple



many of the techniques used worldwide for treating complex shoulder pathologies, and they perform more than 2,000 shoulder surgeries every year, including about 300 replacements. Practice makes perfect, and many studies have demonstrated that higher-volume surgeons achieve better outcomes.

Nearly 90% of these procedures are outpatient, and most are done minimally invasively. With minimally invasive approaches, some of which Rush has pioneered, surgeries that used to take 2 or 3 hours now may take only 45 minutes.

"Our sports medicine division has the most research papers published per surgeon of any comparable department in the country," Verma says. "That means we're not only performing these procedures, we are leaders in developing new treatments."

Advancing patient care

One current research focus is biologics — treatments that use stem cells, collagen patches, or platelet-rich plasma to promote healing of, for example, injured tendons. Rush sports medicine surgeons are

activities of daily life.

Verma identifies 4 main categories of shoulder disability — rotator cuff tears; dislocations or other instabilities; stress injuries of the type suffered by athletes who throw or serve overhand; and arthritis. These injuries can be difficult to diagnose, because the shoulder works in concert with other systems in the back and the neck. Magnetic resonance imaging (MRI) often isn't enough to pin down the problem.

"You need a physician with experience to identify these often complex conditions," Verma says. "Rush is among the best centers in the world at both diagnosing and treating all of the types of shoulder disability."

Your trusted shoulder care partner

Our International Health Services Program provides personal assistance to patients from outside the U.S., their families, and referring physicians.

For more information, call us at 001-312-563-2488 to refer a patient to Rush. Or visit www.rush.edu/international for more information.

Honeywell showcases world-class connected healthcare offering at Arab Health 2018

Internet of Things enables improved patient journeys through integrated smart technologies

As the Middle East's healthcare sector continues to focus on leveraging the Internet of Things (IoT) to drive world-class healthcare systems, Honeywell is showcasing its latest 'Connected Healthcare' offering at Arab Health 2018 in support of this ambition.

Honeywell, a global leader in connected healthcare, delivers 'Connected Hospital', 'Connected Clinician' and 'Connected Patient' initiatives through IoT and software solutions that integrate infrastructure, systems, clinicians, and patients to enable better care.

The role of IoT and connectivity in the healthcare sector is more important than ever as governments across the Middle East implement initiatives to foster better healthcare for citizens and residents. According to Frost & Sullivan*, by 2025, IoT will generate economic benefits between USD 4 to 11 trillion globally. In the Middle East, the healthcare market in the region holds robust potential for IoT as new and existing healthcare facilities aim to be the most innovative and advanced.

Honeywell's solutions are well positioned to support this quest for healthcare innovation with technologies such as non-invasive sensors for measuring vital signs and IP-based nurse call systems. There is also a major focus on better hygiene and medication management, alarm management and intelligent building automation systems for hospitals and clinics of all sizes.

Norm Gilsdorf, president, Honeywell, Middle East, Russia, Turkey & Central Asia said, "With

more than 50 years of experience in hospital environments worldwide, Honeywell is committed to advancing the region's healthcare sector by facilitating an improved patient experience and smoother hospital operations, through the power of IoT. Our connected healthcare solutions further integrate automated workflow solutions through more effective data management, minimising errors and increasing productivity for clinicians and hospitals, while improving the health outcomes and experience of patients."

Visitors to Honeywell's stand at Arab Health 2018 will be able to see how its solutions support its 'Connected Hospital', 'Connected Clinician' and 'Connected Patient' initiatives. Solutions will include:

Nurse Call Systems - Systevo Call Ackermann, the innovative system transmits personalised alarms, documents calls and escalates alarms on several levels to ensure that patients are kept safe.

Infant Protection System - Systevo Guard radio frequency (RF) identification is employed when the safety of infants is a top priority. Intelligent transponders allow reliable, discreet and contactless identification and localisation.

Mobile Workflow Solutions for Alarm - Hygiene and Medication Management - Systevo Mobile systems allow for positive patient ID and improved care delivery.

For more information, please visit Honeywell at Stand # Z3B09, Za'abeel Hall 3.

** Source: Frost & Sullivan*



Norm Gilsdorf, President, Honeywell, Middle East, Russia, Turkey & Central Asia



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We believe medicine will become more precise and affordable. To reach this goal, it is imperative to improve diagnostic accuracy, reduce unwarranted variations, and advance therapy outcomes while developing personalized diagnoses and therapies that offer the right treatment for the right patient at the right time.

One of the biggest challenges for MRI when implementing precision medicine is the intrinsic patient variability. This needs to be addressed in order to truly

personalize MRI and pave the way for precision medicine. At Arab Health we present our MAGNETOM Vida – the world's first BioMatrix system. The 3T MR scanner with BioMatrix technology overcomes the challenge of patient variability – producing fewer rescans, predictable patient scheduling and consistent, high-quality personalized exams.

Visit us at booth #S10D10 to find out how we are helping providers to achieve better outcomes at lower costs by expanding precision medicine.

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Successful fight against hospital-acquired infections

Machine washable beds from Stiegelmeyer

Article provided by Stiegelmeyer

Hospitals worldwide are fighting against drug-resistant pathogens. In many industrial countries, the probability for contracting a hospital-acquired infection during treatment is almost 10% or higher. The beds' role in this is not unimportant as due to decreasing lengths of stay more patients are coming in contact with them in a shorter amount of time. Luckily there is a way to improve the hygiene of beds and at the same time have them operational again more quickly: automated reprocessing.

The construction of machine washable beds is a challenge for every manufacturer. Stiegelmeyer from Germany is a pioneer in this field. For more than 40 years, the company has been providing beds suited for automated reprocessing and has continuously improved its technical advance.

Stiegelmeyer's experience can also be seen in the new Evario. It is the first hospital bed with plastic safety sides and head/footboards that is available in a machine washable model variant. The split Protega safety side can be easily operated and impresses with modern international design. On request, a control panel can be integrated on both sides with individual functions for patients, care staff and technicians. Such a bed that is also suited for automated reprocessing has been a longstanding dream for many hospitals that has now come true.

All machine washable beds from Stiegelmeyer are characterised by a special cavity sealing of the frame structure as well as exclusive body impermeability of the drive components. The



robust quality also allows the surfaces to remain in top condition during the cleaning and disinfection process. Bed models such as Evario and Puro are designed with as many large surfaces and as little gaps as possible to prevent most dust and dirt from accumulating.

In order to use automated bed reprocessing, many hospitals first have to purchase a washing system. Stiegelmeyer focuses on ideally harmonised solutions and cooperates with Belimed, a worldwide leading manufacturer of cart washers. Belimed's products meet all relevant standards, need little space and convince with their efficient drying process and low environmentally friendly water consumption. Experts from both companies advise customers together and propose tailor-made solutions.

"Customers using products from both companies can rely on high, validatable and reliable hygiene quality," says Mario Ohl from Stiegelmeyer's technical service. Work flows within the hospital can be organised more efficiently. Staff is being relieved thanks to the elimination of physically strenuous manual cleaning. Automated reprocessing increases the safety and life quality on wards, saves time and improves the image of the hospital.



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Physical Activity – A Community Challenge

Public still ignoring healthy diets and physical activity mantra

By Inga Louisa Stevens, Contributing Writer

We all want to feel better, have more energy and live longer. Time and again we are told that regular exercise and a balanced diet are the key ingredients for a healthier lifestyle but despite this, the statistics make for gloomy reading: nearly a third of the world's population is now overweight or obese, and the problem is getting worse.

The benefits of regular exercise are ours for the taking, regardless of age, gender or physical ability and can help prevent potentially debilitating conditions such as excess weight gain or help maintain weight loss.

Other major benefits include combating high blood pressure and preventing heart disease and, no matter what your current weight is, being active boosts high-density lipoprotein (HDL) or 'good' cholesterol. If you are feeling despondent or frustrated, exercise can improve mood and give you an emotional lift. Similarly if you want to let off some steam after a bad day at the office, a quick workout at the gym or a brisk 30-minute walk could be the perfect solution. It is a well-known fact that physical activity stimulates various brain chemicals that can leave you feeling happier and more relaxed.

In fact, there is an overwhelming amount of scientific evidence out there that supports sport and physical activity as part of a healthy lifestyle which can help in the battle against chronic diseases such as diabetes, cancer, obesity, cardiovascular disease and osteoporosis.

Obesity time bomb

But there is a worrying gap between knowing this and doing something about it. Inactivity can be a killer and nowhere is the problem more acute than amongst children and young people. There have been several concerning reports recently such as data from Imperial College London in the United Kingdom which revealed that there are now 124 million obese children worldwide. This equates to more than a tenfold increase in 40 years and experts are calling for urgent action to look more closely at what children eat and how to get them to be more physically active.

This year's World Obesity Day focused on the need for investment in services that support prevention, early intervention and treatment of obesity in what they labelled 'treat obesity now and avoid the consequence later'.

Poor diets and inactivity

According to the World Health Organisation (WHO), over 36% of children in the UAE are obese. Many children in the region are exposed to high-fat, high-sugar, high-salt, energy-dense, micronutrient-poor foods, which tend to be lower in cost but also lower in nutrient quality. This, along with lower levels of physical activity, has resulted in dramatic increases in levels of childhood obesity.

Internationally, the Active Healthy Kids Alliance,



a network of researchers, health professionals and stakeholders, have banded together to promote physical activity in children and young people from around the world. Their findings from the UAE in 2010 however were troubling. They found that less than a fifth (19.9% in 2005; 17.2% in 2010) of secondary school children participated in physical activity for 60 minutes a day seven days a week. In 2010, only 22.5% of boys and 13.3% of girls achieved the recommended level of physical activity.

There have been recent efforts to tackle this. A successful six-month pilot project by the Dubai Executive Council carried out in two schools in 2016 led to a reduction in obesity of almost 7%.

Other efforts from the UAE Government include the 2017 Dubai Fitness Challenge, a fitness movement that encouraged residents and visitors to carry out 30 minutes of physical activity for 30 consecutive days. Out of the 786,000 registered participants, over 90% were reported to engage in at least 30 minutes of daily exercise.

Get active

The group recommends that schools and educational authorities ensure that all children participate in a minimum of 150 minutes of physical

education classes per week during the school year. They also suggest that schools provide a variety of physical activity-based extracurricular clubs and organised sport teams to promote greater engagement in physical activity participation both within and outside of the school and that timetables should promote frequent interruptions to prolonged sedentary behaviour.

Dr Mark Tremblay, Chair of the group, discussed the differences in child and youth physical activity across countries in what the organisation calls their 'Global Matrix'. He said: "In general, lower and middle income countries had higher levels of physical activity and lower levels of sedentary behaviour than high income countries.

"In high income countries and developed countries we tend to have good infrastructure, good investment, good policies and good programmes. Yet the behaviour they aim to improve doesn't seem to be very good. In contrast, in the absence of those good programmes, policies and investment, many low and middle income countries still have rather high levels of physical activity, high levels of active play and more active transportation."

He argued that part of the problem is keeping children indoors for hours on end. "The lesson

here might be that it isn't just structures, policies, infrastructure and programmes that are necessary, though those are certainly good. It's also the autonomy of children to be active in their environments and having the freedom to do that, the ability to roam and go out and explore for themselves."

Conference

The Public Health Forum returns to Arab Health Congress on 29 January – 1 February 2018 under the theme 'Bridging the gap between policy and public health'. Although astounding advancements in medicine and public health have been made, considerable public health challenges persevere in the Arab world. Some of these neglected issues will be the focus for the Public Health Forum. Once again, the Public Health Forum will contribute to the improvement of public health in the region by offering a means for exchanging information and a platform for debate among researchers, policy makers, and practitioners in the field of public health and health services research.

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

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DIABETES

San Raffaele Diabetes Research Institute (DRI) has been the first center in the world (in 1990) to perform pancreatic islet transplantation to treat patients with type 1 diabetes. Today, with a history of more than 200 patients and 400 cell infusions, the Diabetes Research Institute is a leading center worldwide for the implementation and enhancement of this experimental treatment, which aims at recreating the function of insulin-producing cells in a host organ like the liver. The main objectives of DRI researchers working on islet transplantation are improving the procedure to guarantee cells engraftment, finding new and affordable beta cells sources (using stem cells) and controlling immune response after transplant to avoid degeneration of the newly transplanted cells.

GENE THERAPY - STRIMVELIS

Ospedale San Raffaele is the only hospital in the world which currently can treat with gene therapy adenosine deaminase-deficient severe combined immune deficiency (ADA SCID), better known as 'bubble babies' syndrome. Strimvelis is the first life-saving treatment in the world using ex vivo gene therapy for ADA SCID.

CARDIOVASCULAR

Our cardiology and cardiac surgery department is the most important in Italy and one of the most highly experienced centre in Europe specialized in congenital heart disease. We take care of patients affected by complex heart defects from birth to adulthood, providing them the most innovative techniques of cardiac surgery and interventional cardiology. GSD has the only center in the world for the treatment of Brugada syndrome.

ONCOLOGY

The Group staff works very closely to create a well-integrated multidisciplinary team (Surgery, Oncology, Diagnostic Radiology, Radiotherapy, Nuclear Medicine, Pathology, Oncological Psychology, Plastic/Reconstructive Surgery). At San Raffaele, which is our biggest facility, there are approximately 9000 hospitalizations for tumors each year (approx. 17.2%), with 6000 tumor surgeries (approx. 30%). Every week, a multi-specialty team meets to set up a diagnostic and therapeutic pathway for every patient.

ORTHOPAEDICS

Our centre has the largest number of orthopaedic admissions in Lombardy. With its 13,209 hip and knee prosthesis operations per year and 3,693 spine operations per year, it is a reference centre for locomotor system diseases.



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GSD Cardiology & Cardiac Surgery Department is the Most experienced center in Italy (and one of the most experienced in Europe) that treats congenital heart diseases. The center take care of patients affected by complex heart defects from birth to adulthood, using the most innovative cardiac surgery and interventional cardiology techniques.

Interventional Cardiology and Hemodynamics

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Arrhythmology & Electrophysiology

22,992 patients*

Internationally-renowned center for the treatment of many diseases that affect heart and vessels. It is the only center in the world where Brugada syndrome can be treated definitively.

TREATING BRUGADA SYNDROME:

Brugada syndrome causes approximately 15-20% of sudden death cases in patients with less than 40 years.

Professor Pappone developed the first technique that “switches off” the disease syndrome, using ablation



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Siemens Healthineers boosts MRI productivity with application GOKnee3D¹

Novel MRI application can help to half scan time for MR imaging of the knee from 20 to 10 minutes², benefitting both radiology providers and patients Acquisition of a clinically validated, high-resolution isotropic 3D knee exam with all relevant contrasts and evaluation in all imaging planes

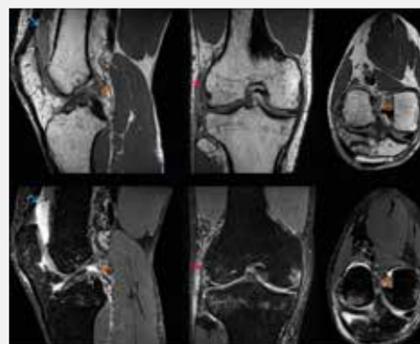
Article provided by Siemens Healthineers

At the 2018 Arab Health Exhibition & Congress, Siemens Healthineers is presenting an innovative MRI application that helps to shorten the time it takes to perform comprehensive diagnostic exams of the knee. At the moment, a standard knee examination could take around 20 minutes. With GOKnee3D, a high-resolution diagnostic 3D knee exam can be acquired in 10 minutes². The acquisition of high-resolution isotropic 3D images subsequently allows the flexible evaluation of the images in all possible planes including double oblique and curved planar. Increasing MRI efficiency in this way is especially important because knee examinations are the third most common type of MRI examination, accounting for 11 percent of all scans³. By cutting the

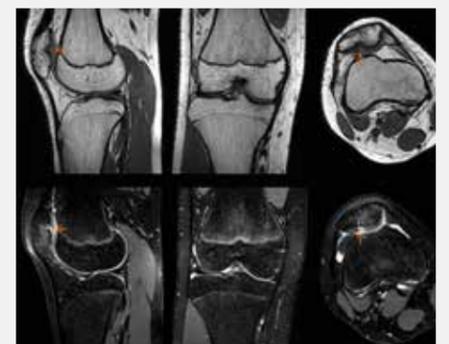
scan time in half and by reducing routine work for the radiology staff, Siemens Healthineers is making a key contribution to boosting MRI productivity. It also helps reduce patient wait times and improve patient experience during the examinations.

The innovative volume acquisition is based on a Caipirinha Space protocol¹, which enables higher scan speeds and optimal image reconstruction with better signal quality than in previous technologies. To develop and clinically validate the technique, Siemens Healthineers partnered with Johns Hopkins University in Baltimore, USA. "GOKnee3D enables comprehensive evaluation of internal derangement to the knee," confirms Jan Fritz, MD, of the Johns Hopkins University School of Medicine. "The fully automated Caipirinha Space protocol provides high-quality MR imaging in ten minutes and ensures consistency of image quality and operational efficiency. The high-spatial resolution isotropic data sets help to visualize abnormalities with high accuracy, enable reformations of virtually any imaging plane, and the creation of high-quality 3D rendered MR images," says Fritz.

"Working closely with our valued partners, we were once again able to demonstrate our innovation leadership in the field of magnetic resonance imaging," states Dr. Christoph Zindel, Senior Vice President and General Manager of Magnetic Resonance Imaging at Siemens Healthineers. "With GOKnee3D, we significantly accelerate MR imaging without compromising on diagnostic quality and expand our portfolio with a further highly automated and standardized application of high clinical relevance. We not only increase efficiency, but help



Images of a 30-year-old man with pain, swelling and instability of the right knee following an American football injury. Sagittal, coronal and axial oblique reformats of GOKnee3D images demonstrate a full-thickness tear of the anterior cruciate ligament (orange arrows), a partial-thickness tear of the lateral collateral ligament (red arrows), bone contusions of the femur and tibia, and a hemorrhagic joint effusion with fluid-fluid level (blue arrows). Copyright: Courtesy of the Johns Hopkins University School of Medicine, Baltimore, MD, USA.



Images of a 14-year-old boy with mild knee pain in rest, reaching moderate to severe intensity with physical activity. Sagittal, coronal and axial oblique reformats of GOKnee3D images demonstrate a patella alta alignment, trochlear hypoplasia, and a full-thickness cartilage defect (orange arrows) of the central patella. Copyright: Courtesy of the Johns Hopkins University School of Medicine, Baltimore, MD, USA.

improve patient care by opening up MR technology to more patients, and making the examinations much more comfortable," says Zindel.

Supported by dedicated, high channel knee coils, and automated field-of-view adaptation based on machine learning and artificial intelligence, the scanner acquires the volume data of the knee joint at the touch of a button, thus reducing routine work for the radiology staff. GOKnee3D is available as an upgrade for Siemens Healthineers scanners,

initially for Magnetom Skyra 3T and Magnetom Aera 1.5T systems. It is planned to be rolled out to other scanners of the Magnetom World.

¹510(k) pending.

²Achieved on a Magnetom Skyra with Tx/Rx Knee 15. Total examination time will vary with system field strength with up to 11 minutes on Magnetom Aera.

³Based on the evaluation of 6.73 million Siemens Healthineers MRI exams conducted in 2016.



The Increasing Role of Hematopoietic Stem Cell Transplants (Bone Marrow Transplants) for Primary Immunodeficiencies

By Jen Heimall, M.D., Kathleen E. Sullivan, M.D., Ph.D., Division of Allergy and Immunology, Children's Hospital of Philadelphia, Philadelphia, Pennsylvania

Primary immune deficiencies can affect any arm of the immune system and can present with severe infections, recurrent infections or autoimmune/inflammatory conditions. These conditions can be difficult to diagnose and treatments are evolving (Box 1). Current treatment ranges from supportive care to hematopoietic cell transplants (HCT). In general, the more severely affected patients (i.e., those at highest risk of life-threatening infections) receive HCT and HCT offers a cure while other approaches represent treatment of a chronic condition. The decision to transplant can be difficult with parents of young children weighing the risks of the actual transplant with the unknown risks of infection and other complications in the future.

The Children's Hospital of Philadelphia has been a leader in transplantation since the early days of the technique and participates in international collaborative efforts to improve outcomes. In 2008, North American experts presented a proposal to better study treatment approached to primary immunodeficiencies to the National Institutes of Health (NIH). NIH funded multicenter longitudinal retrospective, prospective and cross-sectional protocols designed to capture a comprehensive database of survival and other outcomes after treatment of primary immunodeficiencies performed in North America. This group is now called the Primary Immune Deficiency Treatment Consortium (PIDTC).

This group demonstrated that outcomes for HCT have improved dramatically over the past 20 years for patients with severe combined immunodeficiency (SCID). The Children's Hospital of Philadelphia has outcome rates that are among the best in the country. We have also led the way in bringing

together immunology and transplantation to best serve the patients along with specialists who can de-stress the patient during their time in the hospital. This patient-centric approach has led to improved care, improved satisfaction and improved outcomes.

Parents arrive with children who have often been extremely sick or newborns who appear healthy but have been diagnosed with a disease that the parents are told will be fatal without HCT. The children are fearful and the parents are often under great stress. An approach that involves specialists in child life, specialists in immunology and transplantation specialists all seeing the patients in a coordinated fashion can offer a care model that supports patients and families while providing optimal care of complex and unique patients. Children can have bacterial or fungal infections that require treatment, and optimal resolution, prior to transplantation. Viral infections must be controlled prior to transplant. Efforts to control autoimmunity and inflammation are important to minimise the risk of developing graft versus host disease (GVHD), because diseased tissues are more likely to be affected. This condition represents the new transplanted immune system attacking the recipient's tissues. It is to some extent expected after transplant.

However, severe and prolonged GVHD can compromise engraftment, adversely affects quality of life and is a common factor in post-transplant mortality. Therefore, minimising inflammation and infection at the time of transplant can bear advantages in the long term. These efforts to address all the ancillary issues surrounding a transplant are actually central to the overall success.

A child entering into a transplant at their strongest is more likely to survive and a family that has an opportunity to relieve stress is more likely to function harmoniously after transplant. Support through outstanding certified pediatric nursing, child life, art and music therapy and social work are central to achieving these goals.

Just ten years ago, the thought of sending a child to transplant was accompanied by anxiety about the outcome. Today, North American survival rates are >90% for severe combined immunodeficiency. Survival in those without infection is >96%. Survival rates for other primary immunodeficiencies are improving at the same pace. This improvement in transplantation outcomes has led to more types of primary immunodeficiencies being considered appropriate for transplantation. Some resource-poor countries have utilised HCT for antibody deficiencies because the lifetime cost is lower for transplant than for immunoglobulin replacement. This is indeed a time of great innovation in primary immunodeficiencies. The advent of whole exome sequencing has led to recognition of >350 different primary immunodeficiencies. Improvements in transplantation has led to improved survival. The advent of gene therapy continues to promise even more children being cured of previously fatal immunodeficiencies. One of the newest innovations in diagnosis and management of primary immunodeficiencies is the involvement of patients in the analysis of results, the dissemination of results and the design of centers, studies and advocacy. This evolution of care has improved the educational materials and overall patient-centeredness of all care.

To date, most transplant studies have analysed

outcomes in children and relatively few HCT have been performed in adults with primary immunodeficiencies. This is another area of great change in the field of immunology. Once, primary immunodeficiencies were considered largely fatal before adulthood with the exception of common variable immune deficiency, an adult onset condition. Now, a variety of inborn errors of immunity have been identified that present in adulthood. This in turn, has led to a need for analysis of outcomes and variables specifically for adults living with primary immunodeficiencies. Manifestation of immunodeficiency in adults can range from malignancy to autoimmunity to recurrent or difficult infections such as warts or CMV. Often the onset is so slow that it is only in retrospect that the patient and physician realise that they deviated from their normal health pattern. A few warts are not worrisome but extensive warts suggest a failure of immune control. Another feature that is not universal in adult-onset primary immunodeficiencies but is helpful when observed is the positive family history. Many of the immune dysregulation disorders, often appearing as antibody deficiencies, can present in adulthood and can be autosomal dominant.

In summary, the field of primary immunodeficiencies is changing rapidly. HCT is becoming a treatment option for more and more conditions as the risks decline and outcomes improve. Nevertheless, accurate diagnosis and meticulous care of patients is essential for optimal outcomes.

Dr Kathleen Sullivan is a speaker at the Paediatrics Conference held from 29th January to 1st February at the 2018 Arab Health Exhibition & Congress.

▼ Common signs and symptoms of primary immunodeficiencies and treatment options

	T cell defects	B cell defects	Neutrophil defects	Macrophage defects	Natural killer cell defects	Complement defects	Other innate defects
Infections	Pneumocystis	Sinopulmonary infections	Abscesses	Mycobacteria	Herpes viruses	Encapsulated organisms	Herpes simplex encephalitis
	Prolonged viral infections	Giardia	Gingivitis	Salmonella		Neisseria	Mycobacteria
	Warts		Fungal infections	Fungal infections			
	EBV						
Other	Autoimmunity	Autoimmunity	Inflammatory bowel disease	Hemophagocytic lymphohistiocytosis	Hemophagocytic lymphohistiocytosis	Systemic lupus erythematosus	
Treatment options	Supportive care, often including immunoglobulin or HCT	Usually immunoglobulin replacement, some require immunomodulation and rarely HCT	Supportive care, GCSF, or HCT	Supportive care or HCT	Supportive care or HCT	Usually supportive, C1q deficiency can be treated with HCT	Variable

Belgium's Novosanis marks debut at Arab Health with patented, award-winning Colli-Pee™

Novosanis, a Belgian, privately held and award-winning company producing innovative medical devices, is currently participating at the Arab Health Exhibition, the largest medical show in the Middle East.

Today, Novosanis holds a strong and unique IP position with its 2 medical device platforms: (1) Colli-Pee™, a sampling platform that offers new possibilities to developers and manufacturers of diagnostic tests. It also brings new opportunities

to organisations that support or run screening programmes. (2) VAX-ID™, a drug delivery platform that operates with an unprecedented ease-of-use in combination with an improved accuracy offering new possibilities to vaccine developers and manufacturers as well as organisations that support or run vaccination programmes.

The Novosanis team is showcasing its game-changing self-sampling device Colli-Pee™ which offers new diagnostic possibilities based on urine

samples. Urine samples become more and more popular as they are non-invasive and offer in combination with new high sensitive diagnostic tests opportunities to bring information in an efficient way and offer new possibilities in patient monitoring and screening programmes.

"We believe Colli-Pee™ has a significant added value in Point-of-Care diagnostics within the overall trend of simplifying diagnostics while improving the accuracy of the test and reducing the time from sample to result," stated Dr Vorsters (University of Antwerp).

"Novosanis is excited to join this large exhibition for the first time. We look forward to meeting potential new customers, distributors and explore possibilities for collaboration in the Middle East and beyond," says Vanessa Vankerckhoven, CEO of Novosanis.

Colli-Pee™, a patented, CE-labelled and FDA-listed device enables user-friendly and standardised collection of first-void urine by all genders. This highly concentrated urine allows improved detection of urinary biomarkers for early stage diagnosis and monitoring of urological and systemic cancers. As urine is an easy accessible and non-invasive sample,

market leaders are discovering the advantages of Colli-Pee™ and start to integrate the medical device into their diagnostic kit, offering better and robust results while adding comfort to the patient and the medical staff.

Novosanis is an innovative developer and producer of medical devices improving the quality of diagnostics tests as well as the accuracy of drug delivery for infectious diseases and oncology.



Four-year-old Khadija fights brain tumour with 'Dr Proton'

SAH Care's physicians treat 4-year-old with cutting-edge Proton Therapy Cancer Treatment

SAH Care and its advanced proton therapy has enabled a 4-year-old girl with a cancerous brain tumour to receive life-saving therapy that has resulted in positive outcomes. Secondary radiation exposure was substantially minimised to healthy brain tissue and returned her to normal daily activities with very little neurological change.

Khadija's history began when she started dragging her feet while trying to walk, experiencing left-side weakness, hand tremors, and vomiting. When her symptoms of headaches, disabling weakness, paralysis of her toes and the inability to walk increased, her parents took her to the hospital. On admission, her local physician noted "her vital signs were stable. She was conscious, afebrile, with no dysmorphic features or skin lesions. She had a normal cranial nerve examination, except there was bilateral papilloedema with left side hemiparesis with extensor planar on left side and hemiplegic gait present." The rest of the systemic examination was normal. Khadija did not have any history of urinary or gastrointestinal symptoms or any visual or speech disturbance.

The mysterious illness started to affect her eyesight, raised fever and caused ear pain. Soon the right side of her scalp became swollen and soft. After months of medical imaging and consultations, an MRI showed a cancerous tumour on Khadija's brain. Pathology finally revealed a grade II Ependymoma. Eight hours of surgery removed the tumour, and little Khadija was able to move her legs and toes, but rigorous treatment was still needed. More surgery would be necessary to remove residual tumour and chemotherapy would also be required.

After surgery and chemotherapy, her Bahraini oncologists referred her to SAH Care. Having a long-standing relationship with SAH Care, the Bahrain Ministry of Health knew Proton Therapy would be an ideal modality of radiotherapy for Khadija. It would substantially minimise the amount of radiation penetrating normal developing brain tissue. SAH Care is in the business of providing advanced cancer care to those who live in areas where proton therapy centres are yet to be built.

SAH Care, Bettering Healthcare for International Patients with Proton Therapy

SAH Care was established to ensure that patients from across the world have access to the best, most advanced cancer treatments available, regardless of where they live. Its team works tirelessly with local physicians and a global network of leading healthcare providers to bring excellent quality cancer care to all of its patients through travel medicine. When faced with a frightening cancer diagnosis, patients gain comfort in knowing they are being treated with compassionate, comprehensive care by some of the most experienced proton therapy physicians and scientists in the world today. Khadija was one of those patients.

Khadija goes to the US

When Khadija arrived in the United States, Dr Allan Thornton - Chief Medical Officer of SAH Global - recommended that her tumour be further resected because of the significant advantage to further resection for ependymoma before radiation. She would follow the surgery with chemotherapy prior to the start of proton therapy. (Following the currently open Children's Oncology Group protocol, ACNS0831.)

With the resection, neurosurgeons were able to obtain a near gross total resection of her tumour. Just one week later she was discharged from the hospital and was running around like an active, healthy four-year-old, building a snowman in the first snowstorm she had ever seen.

The birth of "Dr Proton"

Then it was time for the proton therapy treatment to begin. But first, the SAH protocol of making every patient and their family relax and feel comfortable went into action. The SAH Team showed Khadija around the centre and joined in with her while she played with the new Lego set they had bought for her. It wasn't long before she was talking and playing with other patients in the waiting room. She even created a nickname for Dr Thornton and



Four-year-old Khadija with Dr Thornton whom she nicknamed 'Dr Proton' to make him laugh

called him "Dr Proton" to make him laugh. Thus, the name Dr Proton was born.

Khadija's mother stated, "There was laughter every time we went to the centre for treatment. Khadija loved all the medical staff. She would make silly faces, take Snapchat pictures, laugh, and hug everyone."

Success measured in smiles

Khadija received "walk-in walk-out" 40-minute proton therapy treatments five days a week and weekly visits were held with Dr Thornton.

"Khadija tolerated her treatment very well," said Dr Thornton. "We did several scans during the course of her treatment as she had a significant fluid accumulation that preceded the surgery. That resolved nicely."

"There has actually been considerable relaxation of the shift of the brain after the surgery. Interestingly, Khadija has shown very little neurological change throughout all of this and seems relatively unaffected. She has had no change in sensorium, no change in her motor function that I can detect. With the use of protons, we were able to completely treat around the dominant cortex of the brain."

Today, Khadija's healthcare is in follow-up mode with MRIs conducted every three to four months. They are sent to Dr Thornton for review and he continues to oversee her follow-up, in collaboration with her Bahraini physicians and the health ministry.

[Read more on proton therapy and other patient stories at www.sahcare.com.](http://www.sahcare.com)

Zebra Technologies Leads the Next Generation of Clinical Mobility at Arab Health 2018

Zebra helps hospitals to deliver the right care to the right patient at the right time

Zebra Technologies Corporation, the market leader in rugged mobile computers, barcode scanners and barcode printers enhanced with software and services to enable real-time enterprise visibility is showcasing for the first time publicly in the Middle East two solutions that improve clinical mobility workflows and patient care. The DS8100-HC series scanners and the durable TC51-HC mobile computer can foster clinical collaboration for staffers and drive better operational efficiencies, while also supporting the five rights of medication administration to help increase patient safety.

According to Hozefa Saylawala, Sales director,

Middle East, Zebra Technologies, "Zebra purpose-built healthcare mobile devices enable better care collaboration, improve clinician communication and optimize workstreams resulting in clinicians being able to spend more time with patients at the point-of-care. Zebra DS8100-HC series scanner and the TC51-HC mobile computer demonstrate our continued investment in clinical mobility helping caregivers deliver the right care to the right patient at the right time."

KEY FACTS:

■ The DS8100-HC imager series, which comes in both corded (DS8108-HC) and cordless (DS8178-

HC) versions, feature a purpose-built housing using special plastics to help prevent the spread of bacteria and allow for safe wipe-downs with a wide selection of disinfectants used in hospitals.

■ The DS8100-HC series features user-selectable feedback modes to instantly notify healthcare workers that a barcode was properly captured without disturbing patients. In addition to standard LED, vibrate and beeper feedback, users can individually or in any combination easily adjust beeper volume, frequency and illumination intensity to improve the patient experience.

■ Both the DS8100-HC series and the TC51-

HC mobile computer can capture virtually any barcode in any condition and scan the most problematic barcodes found in pharmacies, labs, and at the point of care to help improve productivity and efficiency.

■ Healthcare providers can rely on the TC51-HC mobile computer with Android™ to replace multiple devices needed to perform tasks such as calling/texting co-workers, receiving calls via PBX, accessing patient records, scanning barcodes and increasing medication administration accuracy. By consolidating these applications into one device, tasks may be executed with ease and proficiency.

Advancing eHealth in Greece and Enterprise Greece jointly set up the first Greek national pavilion at Arab Health

Advancing eHealth in Greece and Enterprise Greece have joined forces to create the first Greek national pavilion at Arab Health this year. Pioneering enterprises transforming the Greek health industry and consumer market form the Advancing eHealth in Greece initiative, inaugurated in 2017, go on to serve as international corporate ambassadors providing stakeholders interested in venturing in Greece, with a comprehensive road map of the public/private national health landscape.

Greece is renowned the world over as the birthplace of concepts that shaped humanity: democracy, philosophy, medicine, as well as a top 10 bucket list destination for the sun, islands, the food, and alas, unjustly gone down in the history books as the financial crisis linchpin that almost unraveled the EU. However, Greece is a land of innovation and reform. The crisis spring-boarded government and industry to embark on over a decade of advancement in the health IT arena, restructuring healthcare and introducing ICT technologies by establishing a network connecting all public healthcare point of care systems, with almost 100% coverage in Greek hospitals, and the now famously successful ePrescription system servicing over 98% of electronic healthcare transactions. As a result, innovative SMEs have emerged with world-class knowhow and an expanding international network of partnerships in services delivery.

This era of Greek innovation is a golden opportunity for collaborations in developing Health IT services as part of the public health framework, or as services bridging the gap between patients and healthcare providers. ePrescription tools, Big Data analysis, Biotechnology, IoT integration, interoperability solutions and patient-doctor collaboration platforms will flourish in the Greek health IT sector in the coming years. In addition, Greece—as the rest the EU—has to tackle ageing, data silos, and semantic terminology challenges.

Greece has more than 2,500 islands with 13,676 kms of coastline and mountainous landscape in 79% of its mainland. It presents, therefore, a



vast opportunity for creating innovative mhealth, telecare, telehealth, telemonitoring, telemedicine solutions to which can be added the roughly more than 5 million Greek expats in more than 140 countries around the world, a treasure trove for cross border healthcare services. Greece is predicted to welcome 34 million tourists in 2021, making the country a market for medical tourism and unplanned care services as supportive and value-added services to its booming tourism industry.

Greece's geographical position makes it the gatekeeper of the region (proven by the refugee crisis) already acting as the regional headquarters of many international brands that operate through Greece in Southeastern Europe, the Middle East and Africa. Greece is now seen as a safe haven for business continuity. As such, a Greek partner to help navigate administrative complexity is a way of reducing both financial and administrative risks. ArabHealth 2018 is a perfect platform to meet with and get the professional advice of those working at the forefront to create change. We welcome you to come say hello and learn more on how to take advantage of the many opportunities to venture into Greece's eHealth ecosystem.

eHealth Forum

The eHealth Forum wants to influence and change behaviour concerning integrating digital health as we all become more vulnerable to the cost of healthcare and technology empowers us to manage our health and deliver better care.

Dravity Health

DravityHealth Corporation was established in 2008 aiming primarily in computer software development for healthcare facilities, collaborating with more than 60 healthcare facilities in Greece (public hospitals, private clinics, rehabilitation centers, hemodialysis units, ODC).

Gnomon SA

Gnomon Informatics SA is a provider of state-of-the-art cloud based products and services and has become a significant player in the ehealth interoperability domain throughout Europe, having a leading role in establishing cross border healthcare scenarios. Gnomon has achieved accurate and prompt standards protocols interoperability by being in the forefront of international standards development as an active member in IHE Europe, HL7 Greece.

Med-is SA

(Medical Information Systems) is an ICT company with expertise in the public/private health field. The company offers web Hospital Information System (HIS) and web Enterprise Resource Management (ERP)

SIBA Soft SA

SIBA Soft SA has been operating in the field of information technology since 1997 offering effective and sustainable solutions for every need, promoting, at the same time, the transferring of technical know-how, skill and technology in general.

Sigmasoft SA

Sigmasoft SA is an innovative software development company providing cutting-edge software solutions for the healthcare ecosystem that designed and developed the API platform for the Greek National e-prescription System, based on HL7 & EpSOS standards, delivering real-time e-prescription/e-dispensation services to more than 15,000 doctors and 10,000 pharmacies on a daily basis.

Middle East announced as key priority market for UK MedTech companies

The Association of British Healthcare Industries (ABHI) brings over 150 companies to Arab Health 2018

Over half of the UK's MedTech companies anticipate exports to the Middle East to increase over the next five years, a survey by the Association of British Healthcare Industries (ABHI) has revealed.

The business survey, compiled by the UK's MedTech trade association, found that 51% of members anticipate improved turnover in the region.

Increased activity in the region will be supported by the ABHI's International Policy Group, who

have also identified the Middle East as a key global region. The association's policy group is led by member companies and plays a critical role in supporting the wider industry access foreign markets, whilst helping trade development.

With an ageing population and longer life expectancy, there is a big demand for innovative UK MedTech products in the Middle East. The region's governments have also indicated the desire to stimulate sectors outside of oil. Increased funding

suggests the health sector will continue to grow, making it an attractive market for UK companies

The Association of British Healthcare Industries (ABHI) has brought over 150 companies to Arab Health 2018. ABHI also believes this strong contingency highlights a desire for British companies to forge deeper, more sustainable trading relationships as the country navigates its departure from the EU.

"We are actively seeking new commercial

options across the key global markets that we have identified," said Paul Benton, Managing Director, International at ABHI.

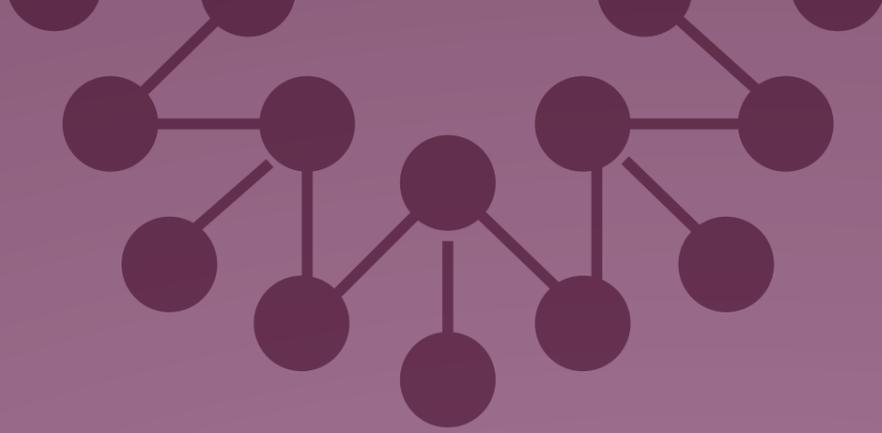
The UK is a key player in the drive to improve patient care around the world through the development and implementation of new technologies. Commenting on the country's role as a global leader, Paul Benton, added: "When we consider the substantial investment into public health from the government of the UAE, and wider Middle East, opportunities for UK companies providing value-based healthcare solutions are significant. With so many companies planning to increase their presence in the region, Arab Health is the ideal platform to drive this growth and the UK Pavilion promises to be a hub of activity."

With the UK Government recently launching its Industrial Strategy, which provides a framework to boost UK productivity and earning power, the MedTech sector, and broader Life Sciences industry, has been identified as having a critical role in its success.

UK MedTech is now worth £17 billion to the economy, and as well as supporting the UK to export globally, ABHI are also keen to speak to international companies wanting to do business within the UK. ABHI's international membership has been set up to make it more accessible for global companies wishing to partner with their British counterparts.

For more information, visit the ABHI team on the UK Pavilion in Hall 7.





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