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Daily Dose

Day 1, Monday 27 January 2020

The official daily newspaper of the Arab Health Exhibition

Discover the latest healthcare advancements

Welcome to the 45th edition of Arab Health Exhibition & Congress

By Daily Dose Staff

Arab Health 2020 is all set to bring the international healthcare industry to the Middle East. More than 55,000 healthcare and trade professionals are set to attend the event, making it the largest healthcare exhibition and congress in the region and the second largest in the world. The theme for the show this year is 'Connectivity for better healthcare delivery' and will highlight how interoperability impacts the entire spectrum of healthcare, right from hospital administrators to device manufacturers and IT vendors.

The exhibition will provide an important platform for the MENA healthcare industry to build relationships with international stakeholders. Enabling companies to showcase progress and achievements in the sector, the show facilitates the exploration of new business opportunities in the global healthcare field.

Arab Health hosts more than 4,250 exhibiting companies from 64 plus countries across the globe. Additionally, with over 37 dedicated country pavilions, the exhibition gives a truly international representation of hospital equipment, medical devices and medical technology on display at the exhibition. The event takes up full tenancy of the Dubai World Trade Centre (DWTC) by filling all halls.

Arab Health will host 14 CME conferences where over 400 expert speakers and 5,200 delegates are expected to attend. The show will also feature three educational forums this year.

Product sectorisation

New to 2020, the Arab Health exhibition show floor will be split into sectors according to main

product categories. Exhibitor stands will be located on the show floor according to a product category applicable to their business. Visitors will, therefore, navigate the show by product categories, which will promote targeted traffic flow, fast track connections and ultimately increase leads for exhibitors.

The traffic within the halls will, therefore, increase with the relevant audience interested in the product category while the close proximity of related exhibitors in a hall is expected to increase the number of visitor meetings that can take place in a time frame, versus walking through 64,000 plus square meters of exhibition space.

Changing to sectorisation by product categories is in line with how visitors search for exhibitors. Increased satisfaction results in increased time on the show floor, resulting in

Watch out for – Anatomaze

Anatomaze takes visitors on an unforgettable journey into the human body. View plastinated specimens such as the BVC heart, which gives a realistic view of the arteries of the cardiac muscles showcasing even the smallest coronary arteries and their branches, or the shoulder joint where a view of the anatomical structures of the glenohumeral joint and the various ligaments highlight the complexity of the joint. Various section of the brain will also be featured showcasing the different levels of the meninges, which will be visible for teaching purposes.

Anatomaze is organised by Leader Healthcare and takes place on stand M.B50 in Sheikh Maktoum Hall.

increased business while bringing the event layout in line with the rest of the industry where it is now standard practice.

The eight sectors include: Medical equipment & devices, Disposable and consumer goods, Imaging & diagnostics, Preventive & post-diagnostics treatments, Healthcare & general services, Healthcare infrastructure & assets, IT Systems & solution and Orthopaedics & physiotherapy/rehabilitation.

Ross Williams, Exhibition Director of Arab Health said: "This year we're doing things slightly differently. For the first time, the show floor will be split into sectors bringing the show layout in line with the rest of the industry. Ultimately, sectorisation promotes targeted traffic, fast-track connection and generates an increased number of better-quality leads for exhibitors."

Innovation hub

This is a dedicated area of the show for attendees to immerse themselves in the latest healthcare innovations. The Innovation Hub is located in the Plaza Hall and is comprised of two key sections, the Innov8 Talks and the Start up zone.

Start up zone

With its inception in Arab Health 2019, the Start up zone is back for a second year to once again give start-ups the chance to display and demonstrate their new products and innovations that will contribute to shaping the future of healthcare.

Located within the central Plaza Hall, companies will display and demonstrate their new products and innovations that will contribute to shaping the future of healthcare.



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Arab Health 2020, Department of Health-Abu Dhabi (Stand: Hall 5, H5.B10)

Informa Markets launches Omnia Health Insights

By Matthew Brady, Head of Content

A quick look around any public venue these days reveals that many of us are glued to the phone. These days disruption is the norm, from mobile messaging to social media. We, too, are changing with the times. Our new digital platform Omnia Health Insights will bring the latest content, products and services to you, all on one screen, meaning that you can browse the latest buzzing in the healthcare industry and the key players involved – wherever you happen to be.

Whether it's an opinion piece from a healthcare thought leader or a news update on one of the many technological advancements impacting the industry, our platform will have information that informs and inspires. And of course, it's not just text. We will feature video, infographics and other formats to engage your interest.

Perhaps an article will delight you – or perhaps it will irk you. Either way, you will have an opportunity to comment directly, so that your

opinion is shared with others.

Which brings us to our next point. While we speak of a platform, we prefer to think of ourselves as a community.

As such, we encourage you to collaborate with us in creating compelling content that meets the needs of healthcare audiences. We have insights and analytics at our disposal so that any storytelling is informed by data.

Omnia Health Insights will complement the digital Omnia Health Global Medical Directory (www.omnia-health.com) that features products from leading healthcare companies from around the world. We are on the path to becoming a powerful business intelligence tool that will support all stakeholders in the healthcare industry grow.

And lastly, while we appreciate you will have a busy schedule this week, we encourage you to visit our platform insights.omnia-health.com and let us know your views!



Expand your Arab Health experience at Expo 2020 Dubai



You can now buy your **Expo 2020 and Arab Health** tickets together

In support of Expo 2020's goal to attract 25 million visits to The World's Greatest Show of human brilliance and achievement, Informa, one of the world's leading international events groups, has become an authorised ticket reseller.

Visitors to Arab Health 2021 will be able to purchase group tickets and day passes to Expo 2020, which runs from 20 October 2020 to 10 April 2021, offering a one-stop-shop for visitors and participants of the medical industry event.

During your visit to Arab Health 2021, you'll be able to jump on the metro and travel directly to Expo 2020 in time for dinner. Why not take in a few of the 192 participating country pavilions while you're there? And if you're staying in town for Medlab Middle East 2021, spend your weekend at Expo 2020 and really immerse yourself in all it has to offer. With 60 plus live shows daily, there's more than enough on offer to keep you entertained for a full two days.

Expo 2020 will not only be the largest event ever held in the Arab world, but also a time to connect, create and innovate. Visitors, exhibitors and delegates will be able to combine the full suite of Expo 2020 visitor experiences with DEC events, summits, seminars, product launches, networking opportunities and meetings.

Wouter Molman, Executive Vice President of

Healthcare at Informa Markets, said: "Being able to work together with the team at Expo 2020 to deliver ease of access to our visitors and exhibitors is fantastic. We're always striving to offer our participants greater value from their annual visit to Arab Health, and Expo 2020 is an event not to be missed."

The World's Greatest Show will welcome artists and academics, pop stars and pioneering thinkers, culinary wizards and corporate gurus, tech ninjas and tomorrow's leaders. There will be something for everyone, including immersive cultural experiences, unique heritage, exciting innovations and global culinary journeys.

The region is well represented among the 192 Country Pavilions that will spotlight the very best of global culture, creativity and celebrations throughout the six months of Expo 2020 Dubai. Visitors will also gather at Al Wasl Plaza, the iconic centrepiece of Expo 2020.

It will host major ceremonies and celebrations during and after Expo, and the venue's steel trellis dome will act as an immersive 360-degree projection surface that can be viewed from both inside and outside.

Visitors will be able to explore Expo 2020's subthemes of Opportunity, Mobility and Sustainability at the three Thematic Pavilions,



which will demonstrate tangible ways for each of us to all help shape a brighter tomorrow.

The Opportunity Pavilion will offer journeys that highlight the Sustainable Development Goals, a blueprint set by the United Nations that addresses global challenges, such as poverty, gender inequality and climate change.

The Mobility Pavilion will look at the past, present and future of movement – showcasing human progress through physical and digital realms – while the Sustainability Pavilion will offer

an emotional journey through oceans, forests and beyond. Visitors will witness the madness of human consumption and can pledge to help preserve the planet for future generations.

Taking place from 20 October 2020 until 10 April 2021, the next World Expo will be an unmissable celebration welcoming millions from across the planet to the UAE.

More details on how to purchase tickets or arrange VIP packages can be found at www.arabhealthonline.com



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Today at a glance

Arab Health 2020 Congress

Conference	Room	Location	Start	Finish
Total Radiology	Grand Ballroom	Conrad Dubai	08:20	18:00
Obs & Gyne	The Ballroom	Conrad Dubai	09:10	17:30
Orthopaedics	Dubai D	DWTC	09:00	17:15
Surgery	Umm Al Quwain	DWTC	09:05	18:00
Midwifery	Meeting room 8 & 9	Conrad Dubai	08:50	17:00
GI Endoscopy	Abu Dhabi A	DWTC	08:55	18:00
Emergency Medicine	Ajman D	DWTC	09:00	17:20
Patient Experience	Al Ain F	DWTC	09:00	16:20
Primary Care	Al Ain J & K	DWTC	08:30	18:00
From Prevention to Innovation Conference: A SEHA-Mayo Clinic Collaboration	Abu Dhabi B	DWTC	09:00	17:20
Healthcare Infrastructure Forum	Pavilion Hall	DWTC	10:30	16:30



Arab Health Daily Dose

The Arab Health Daily Dose is the official newspaper of the Arab Health Exhibition & Congress. It will be distributed from Monday 27th - Thursday 30th January 2020.

President, Global Exhibitions EMEA

Peter Hall
peter.hall@informa.com

Executive Vice President – Healthcare Wouter Molman

wouter.molman@informa.com

Head of Content Matthew Brady

matthew.brady@informa.com

Editor Deepa Narwani

deepa.narwani@informa.com

Creative Director Mark Walls

mark.walls@informa.com

Senior Graphic Designer Amna Hanif

amna.hanif@informa.com

Graphic Designer Nysam Shahul

nysam.shahul@informa.com

Marketing Director Solenne Singer

solenne.singer@informa.com

Advertising Sales Manager Roshal Solomon

roshal.solomon@informa.com

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Your guide to Innov8 Talks

Featuring 32 start-up companies pitching their heart out to the Innovation Committee, come and hear about the latest products making a change across the healthcare industry. With 8 pitches a day, for 8 minutes each – this will be the competition to check out. Supreet Singh Manchanda, Managing General Partner, Raiven Capital, San Francisco, California, U.S., will be the MC of the event. **Location:** Plaza Hall

Pitches - 11:30am to 13:30pm

- Aether Biomedical** – Zeus; a multi-action bionic limb for upper limb amputees
- Govisystem** – System for tracking hand-hygiene habits of employees
- Kinestica** – Sensor based rehabilitation systems connect with VR and designed to aid therapy to the upper extremities
- ProvenMed Global** – Innovative, user-friendly and reusable urinary incontinence external catheter Kit designed for optimum comfort and confidence
- SDS Optic** – Specializing in connecting vast molecular biology & photonics to create solutions that can revolutionize healthcare worldwide
- Sinterex** – 3D printing for customized products
- Sonavi Labs** – Feelix, a platform that includes an AI-enabled digital stethoscope, remote monitoring devices, supporting mobile applications and a smart, secure cloud system
- UniExo** – Creator of modular exoskeletons using machine learning algorithms and doctor online-surveillance

Innovation committee

- Dr Aaron Han**, Consultant Pathologist, Department of Pathology, American Hospital Dubai, Adjunct Professor, MBRU School of Medicine, Dubai, UAE
- Ahmed Banna**, Public Health Innovation & Strategy Expert, Dubai, UAE
- Marwan Abdulaziz**, Managing Director, Dubai Science Park, Dubai, UAE
- Dr Mazin Gadir**, Strategy & Organizational Transformation Advisor, Digital Health and Innovation Consultant, Dubai, UAE

Gurus Of The Industry

- 14:30 Global healthcare predictions for 2020**
Reenita Das, Partner, Senior Vice President, Transformational Health, Frost & Sullivan, California, U.S.
- 15:00 Is hybrid healthcare the future of healthcare?**
Sophie Smith, Co-Founder and CEO, Nabta Health, Dubai, UAE
- 15:30 Health IT digital transformation, challenges and opportunities**
Fadi Atteya, Operations Senior Manager, IT Department Sapphire, Kuwait

Welcome to the French Pavilion

Come meet our 80 exhibiting companies!

Za'beel Hall 2
for "Medical equipment & devices"

Sheikh Rashid Hall
for "Orthopedics & physiotherapy/rehabilitation" companies



Mediclinic – Respected globally, preferred locally

Article provided by Mediclinic



Mediclinic Airport Road Hospital – Comprehensive Cancer Centre extension, Q4 2020

Mediclinic Middle East is part of Mediclinic International, one of the world’s largest listed acute hospital operators, with three operating platforms in Southern Africa (South Africa and Namibia), Switzerland and the United Arab Emirates, and a 29.9 per cent stake in Spire Healthcare in the UK.

In February 2016, Mediclinic International

merged with Al Noor Hospitals Group, based in Abu Dhabi to create one of the largest private healthcare groups in the UAE.

Combined with Al Noor, Mediclinic Middle East operates seven hospitals and over 20 clinics in Dubai, Abu Dhabi, Al Ain and Al Dhafra Region with more than 700 inpatient beds. Hospitals include Mediclinic Parkview Hospital, Mediclinic

City Hospital and Mediclinic Welcare Hospital in Dubai, Mediclinic Airport Road and Mediclinic Al Noor Hospital in Abu Dhabi, as well as Mediclinic Al Ain Hospital and Mediclinic Al Jowhara Hospital in Al Ain.

Mediclinic Middle East continues to focus on providing international-standard tertiary level care in specialist areas. As part of this strategy,

the Comprehensive Cancer Centre (CCC), Dubai’s most advanced facility for the diagnosis and treatment of cancer and located in the recently completed North Wing extension to Mediclinic City Hospital, opened in September 2016. Built in collaboration with Mediclinic Middle East’s sister platform in Switzerland, Hirslanden, patients at the CCC benefit from the sharing of knowledge and experience between some of the leading oncology experts in Europe and the Middle East, as well as access to the very latest treatment programmes and technology. This includes a TrueBeam linear accelerator for radiation therapy, the first in the UAE and the only Varian 13.7 version in the MENA region. The TrueBeam is commissioned and ready to treat patients using the latest cutting-edge technology modalities for malignant and benign tumours. A CCC based on this model is currently also under construction at Mediclinic Airport Road Hospital in Abu Dhabi, as part of the hospital’s expansion project, which will see it more than double in size.

Mediclinic is proud to offer exceptional levels of care in other highly specialised areas such as cardiac surgery, breast surgery, nuclear medicine, nephrology and dialysis, putting science at the heart of its care approach. It focuses on providing the best possible facilities backed up with cutting-edge technology and sound medical expertise, delivered with a human touch. Quality assurance is central to the group’s operations. All Mediclinic Middle East facilities in Dubai, Abu Dhabi and Al Ain are JCI accredited.

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French Healthcare expertise introduced at the show

Article provided by Business France

With over 80 French companies – including 14 new exhibitors – France will once again be participating at the Arab Health 2020. Gathered on the French Healthcare pavilion organized by Business France, the national agency supporting the international development of the French economy, these companies will unveil their latest innovations designed to tackle today’s major challenges.

The sectors with the largest representation on the French pavilions are Diagnostic Equipment, Telemedicine Solutions, Orthopedics and Physiotherapy, Hospital Equipment and Furniture, Hospital Risk Prevention and Management and Hospital Hygiene.

The French medical sector – An international reference

France is renowned worldwide for its industrial, scientific and medical expertise. The medical devices sector comprises more than 1,300 companies, 92 per cent of which are SMEs, with sales on the French market of nearly €30 billion. In total, 85,000 people are employed in the sector in France. (Source: Snitem). France is the 2nd largest European market for medical devices and the 5th largest in the world. (Source: MedTech Europe).

French medical innovations are recognized around the world

Innovation is the core strategy of French medical device companies; more than half of them have an R&D activity, and 13 per cent are devoted solely to R&D. France’s expertise is based on national



research centers that are renowned for their innovative capacity, as well as on competitiveness clusters and universities, that place it among the leaders in health research worldwide. In 2019, SCIMAGO ranked INSERM as the 2nd best research institute in the health sector worldwide. France is also in 5th position worldwide for the filing of European and international patents in the medical devices sector.

French expertise that can be exported

In 2018, France’s exports of medical devices reached €7.5 billion, an increase of 2.2 per cent. More than half of these sales were destined for Europe. France’s main customers are the United States, Germany and The Netherlands. France accounts for 3.4 per cent of

global exports of medical devices. (Sources : French Customs, UN Comtrade).

French companies at the show

The 80 French companies and our regional partners Lille Eurasanté, Dev Up and CCI Nouvelle Aquitaine, will be present in two halls:

- Hall Zabeel 2 for “Medical equipment & devices” companies
- Sheikh Rashid Hall for “Orthopedics & physiotherapy/rehabilitation” companies

Stands to watch

SOLSTEO: The market of single-use medical devices shows steady growth over the past 10 years. Experts say this fast-growing trend is far from over. Medical practices using disposable devices move sterilization upstream as a result, from healthcare facilities to the industry. It is estimated that 50 per cent of all MD in the world are sterilized by ethylene oxide (EO) gas.

SOLSTEO is a French company that manufactures state-of-the-art industrial EO sterilizers. SOLSTEO is a member of the ISO technical committee that developed the ISO 11135 norms. They also contribute to other work groups of experts who share knowledge on EO sterilization process (e.g. parametric release, EO residuals).

TECHNO CONCEPT: The designer and manufacturer of specialist medical devices used in Physical Medicine and Neurorehabilitation. TECHNO CONCEPT, a true “Made In France” startup, with a unique know-how resulting from 15 years of research in neurosciences, launched

Vibramoov in 2016, an innovative therapeutic solution to treat motor disorders in patients who have suffered neurological damage.

Evolucare Technologies: The French Healthcare IT company is a leader in the development of medical information systems. The Group is offering a wide range of services satisfying the clinical, operational and financial needs of all healthcare institutions and facilities.

Wandercraft: This French company has pioneered realistic and autonomous walking exoskeletons. Wandercraft’s team works at the cutting-edge of walking robotics, in partnership with the leading medical teams and dynamic robotics laboratories in both Europe and U.S. In France, Wandercraft works alongside the Kerpape CMRRF and the Centre HOPALE-Jacques Calvé on exoskeleton development, as well as with the Pionsat CMRR APAJH, which is investigating clinically, the effects of the exoskeleton on the rehabilitation of the standing and walking exercises. It has received numerous awards and its ambition is supported by prestigious investors.

French Healthcare is an innovative initiative, aiming to bring together all the stakeholders in the French healthcare ecosystem (businesses, researchers, French healthcare professionals, etc.) together for them to jointly promote their activities internationally. The French Healthcare collective brand has one ambition: to coordinate a team approach to stimulate the influence of French savoir-faire and healthcare technologies.

Visit Business France at stand Z2.K14, R.J53.




Welcome to the French Pavilion

Za’beel Hall 2
for “Medical equipment & devices”

Sheikh Rashid Hall
for “Orthopedics & physiotherapy/rehabilitation” companies



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for access to healthcare



3,000
healthcare businesses in France,
generating revenues of nearly
€90 billion

80 exhibiting companies on the national pavilion

IN PARTNERSHIP WITH:





Primal Health showcases pHossident innovation

Article provided by Primal Health

Approximately 3.5 billion people are afflicted by dental disease, worldwide. The effects of cavities, periodontal disease and edentulism are profound, with direct and indirect economic costs totaling US\$544BB. Dental disease is now in the top 10 leading causes of years lived with disability (YLDs).* Primal Health LLC, a Minnesota start-up, is taking a completely new approach to address the root cause of these oral diseases – oral dysbiosis. This is the first time Primal Health, LLC is participating at Arab Health.

Similar to lower gut dysbiosis, oral dysbiosis is a shifted composition of the microbial community inhabiting the mouth (oral microbiome) that drives disease processes in the mouth, particularly below the gum line and predisposes the host to other systemic diseases.

Disruption of the healthy balance in the oral microbiome leads to an over representation of pathogens or pro-inflammatory microbes and a decreased level of beneficial/protective microbes. Oral dysbiosis is strongly associated with cavities, gingivitis, periodontal disease, oral thrush, and stomatitis. Stress, a carbohydrate-rich diet and antibiotic exposure are drivers of oral dysbiosis. Tooth brushing, antibiotics, antiseptic rinses and xylitol have not shown an ability to treat or reverse oral dysbiosis.

Primal Health, LLC is a Minneapolis-based biotechnology company with a pipeline of patented small molecules for the selective control of the oral microbiome and use in human and animal dental health. This novel approach



selectively modulates microbial metabolism to stop pathogen growth while selectively stimulating the growth of protective microbes in an oral biofilm. The company's initial products selectively block carbohydrate-uptake by dental pathogens to inhibit inflammatory organic acid production in the oral cavity.

pHossident® is a patented combination of 4 small molecules to (i) neutralize bacterial acids, (ii) block the sugar-to-acid conversion pathways in oral bacteria for durability in between meals and (iii) to provide bioactive calcium to the oral cavity

for tooth enamel remineralization. pHossident is made in the USA and is fully consumable. It is manufactured in pure powder form and is compatible with numerous formulations and product formats. The company also offers pHossident in the form of pressed rapid-melt dental lozenges for daily use.

pHossident dental lozenges have been clinically proven to grow protective bacterial strains while simultaneously reducing the oral burden of dental pathogens Porphyromonas gingivalis and Streptococcus mutans, including

antibiotic-resistant strains of Streptococcus spp. and Candida spp. In sugar challenge studies, pHossident dental lozenges were shown to block bacterial acid production.

Intended use of pHossident dental lozenges are for individuals with a history of dental disease or who are higher risk of developing dental disease.

pHossident dental lozenges can also be used to supplement daily hygiene routines for improved outcomes. pHossident powder or pressed rapid-melt dental lozenges are available in bulk or a 30 day supply. The active ingredients in pHossident powder are naturally recognized as safe with years of safety data in pregnant women, children and older adults.

The benefits of pHossident dental lozenges have been studied in pediatric, orthodontic, and memory care populations.

Primal Health, LLC was founded by Dr. Emily Stein, PhD, after witnessing the life-threatening cardiovascular event experienced by her grandmother as a direct result of dental disease.

Dr. Stein has been working since 2010 on understanding and solving the problem of dental disease and the chronic systemic diseases that result from it. Dr. Stein earned her PhD in Microbiology from UC Berkeley and her fellowship in Rheumatology and Immunology at Stanford University.

References available on request.

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Promotion and Organization



DHA drives forward patient care with pioneering 3D printing lab

Article provided by Dubai Health Authority

Medical Experts from Dubai Health Authority's (DHA) Innovation Centre have collaborated with Sinterex, an additive manufacturing healthcare specialist firm, to bring 3D Printing to the point-of-care at DHA Hospitals-Rashid, Latifa, Dubai, and Hatta Hospital.

The newly opened 3D Printing Lab located at the DHA's Innovation Centre provides medical professionals at DHA with patient specific anatomical models allowing them to conduct detailed pre-operative analysis and to improve patient communication.

The workflow starts with patient data acquisition, typically from a CT or MRI scan. This patient data is then brought into medical image segmentation software, which allows the physician to isolate the specific anatomical region of interest. This digital model is then converted into a 3D printable file and produced using the state-of-the-art 3D printers in the lab.

Dr. Farida Al Khaja, CEO of Medical Support Services and Chair of Medical Innovation Council at DHA explained that this initiative is in line with the DHA's vision of incorporating latest medical technology in the health sector with a primary aim to better patient care. Additionally, technology also helps improve efficiencies and reduce costs.

Al Khaja said this initiative in particular will help DHA medical professionals achieve greater surgical success particularly for complex cases.

She added that the lab is an important milestone in the execution of the DHAs 3D Printing Strategy, which focusses on deploying the



latest technologies to improve patient outcomes and support the healthcare ecosystem of Dubai to excel in difficult medical surgeries.

Sinterex has deployed its biomedical engineers to operate the 3D lab. Julian Callanan, Managing Director, explained that having the biomedical engineers on site and working side-by-side with the medical professionals, helps boost communication and cooperation and it reduces the time taken to develop the final 3D model.

Mai Al Dossari, Director of the DHA's Health Innovation Centre, said, "This is the first major project in the Innovation Centre since it was

inaugurated. The 3D Lab has been involved in supporting DHA's surgeons in successfully planning and achieving complex surgeries. The Cardiology team at Rashid Hospital used 3D models to pre-operatively plan and test the fitting of Trans Aortic Valve Implants. The Maxillofacial team have produced models of patients' jaws and skulls taking these into surgery for visual reference and intra-operative monitoring. Whilst at Hatta Hospital, the Orthopedics department has been printing knees and shoulders to support planning for reconstruction surgeries."

Not only is the initiative good for patients,

recent research shows the commercial benefits to bringing 3D printing to the point-of-care.

A recent study published in September by Academic Radiology estimated that hospitals using anatomical models could save more than US\$3,700 per surgery by reducing time spent in the Operating Theatre. The authors reached their conclusions by analyzing more than 30 different studies related to 3D models used in orthopedic and maxillofacial surgery. Based on that review, they estimated that anatomical models could shorten surgery time by about 62 minutes on average.

Dr. Mohammed Al Redha, Director of Project Management Office and Informatics and Smart Health at DHA says, "This is an important strategic step for the DHA. It is also a further example of how the DHA is integrating 3D Printing into its day-to-day workflows to secure better results for its patients."

According to Gartner, a leading research and advisory company, in 2018, nearly 3 per cent of large hospitals and medical research institutions had 3DP capabilities on site.

Al Redha says, "We are truly proud that we have been able to successfully integrate this technology in workflows. Having a 3D printing lab means that we can produce patient-specific 3D printing models especially needed for complicated surgeries. This initiative is in line with the vision of Dubai's 3D printing strategy to become a global 3D printing technology hub by 2030."

Visit DHA at stand CC130.

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**GSD Healthcare brings together pioneering scientific research
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Gruppo San Donato (GSD) is by far **Italy's leading private hospital group** and among the largest in Europe, with 19 hospitals, 5300 beds, over 4000 specialist physicians and more than 4.7 million individual patients treated per year. GSD Healthcare is a branch of GSD, dedicated to providing both **educational and consulting services** worldwide. Given our broad experience in the medical and healthcare field, we put our best efforts into delivering outstanding results for clients ranging from young private clinics striving to achieve excellence up to national healthcare system regulators looking for efficiency improvements.

At GSD we believe in **building the future of healthcare**, be it improvements of our own group and services, developing relationships with governments, spreading medical expertise or helping other organizations grow in different environments. GSD Healthcare revolves around the last two mentioned, specializing in bringing and **teaching our success methods and best practices** to all our customers, with the overall target of **raising the global level of**

healthcare, accessibility and service quality.

The GSD Healthcare organizes high quality, **CME-accredited courses** in a number of locations across Dubai, UAE and whole Middle-Eastern Region. We provide short, specialized courses, with hands-on training, conducted by highly qualified professors that excel in the healthcare field.

GSD Healthcare's custom programs rely on matching the knowledge of the faculty with the **individual needs** of the client.

GSD Healthcare, through its network of Universities and partners, **designs consultancy and advisory solutions in the healthcare field**, with a systematic, practice-oriented and holistic approach. We link strategic goals with analysis and implementation of solutions.

The high level of customization is one of our main features: **we create value through tailoring programs to different needs of healthcare systems**, taking into consideration markets and various organizational contexts.

www.gsdinternational.com

The Leading Italian Hospital Group

Gruppo San Donato (GSD) is the largest **Italian private hospital group**. With 5300 doctors, 5500 beds, 7600 nurses & care-workers GSD treats over 4.7 million patients per year. GSD's **medical excellence** stems from its **unique approach** defined by the combination of clinical activity, higher education and scientific research. With this three-dimensional approach GSD is able to provide for the highest degree of expertise, **constant development and innovation**.

Scientific Research & Innovation

With its **3 research hospitals and 750 ongoing trials**, GSD is constantly **pushing the boundaries** in the medical field by creating **new treatments and procedures** as well as developing avant-garde medical equipment that do not exist anywhere else in the world.

Education & Training

GSD's professionals deliver **high-quality, focused training** to doctors and healthcare professionals in various medical fields, including hospital management accredited courses. For students, San Raffaele Vita-Salute University integrates **Philosophy & Psychology courses** to the Faculties of Medicine, offering future physicians a **global and in-depth understanding of the individual** not only physically but also mentally.

International Patient Services

According to **Bloomberg's 2019 Indexes**, Italy is recognized as the **2nd healthiest country in the world**, having the **4th most efficient healthcare system globally**. Thus, it is no wonder that GSD attracts patients from around the world seeking specialized medical care not readily available in their home country. Through our **International Patients Program** you can receive personal assistance throughout every step of your visit; including **tailored meal plans**, a comfortable and **luxurious stay** & even personalized tours to the beautiful Italian cities.

Personalized Medical Care

A person's cultural heritage, sentiments and experiences make up a complex entity that GSD considers as a whole. The check-up, diagnosis and treatments are **tailored to the patient's personal requirements** as to ensure their full comfort, well-being and complete recovery. GSD always puts their patient's well-being first.

International Corporation

AISPO and *Bambini Cardiopatici nel Mondo* are just two of the non-profit organizations that GSD is in partnership with. They share the same goal: **delivering & ensuring accessible high-quality healthcare** in some of the most underdeveloped & difficult to access areas of the planet. Together, they **help underprivileged communities** with hospital constructions, renovations as well as providing high-quality equipment. Thanks to its **clinical know-how**, GSD provides local staff training & scholarships in order to **advance healthcare delivery and save lives**.



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Optimising safety, comms, and teamwork in and around the OR

By Paul Barach, MD, MPH, Clinical Professor, Wayne State University School of Medicine and Chief Medical Officer, Pegwin, U.S. and Douglas B. Dotan, MA, CQIA, Founder/Chairman/President Pegwin, U.S.



The role of effective teamwork in accomplishing complex tasks is accepted in many domains. Similarly, there is good evidence that the outcome in trauma care depends on effective surgical team performance. Team training and communication has a proven history in aviation and military organisations. In 1988, after many aircraft accidents, the IATA Technical Committee, the senior international aviation safety agency, recommended that all airlines should establish a safety department managed by a professional safety officer to implement a safety management system with explicit flight safety functions. Prior to 1988, communication between the captain and first officer was more subordination than meaningful collaboration. There was little communication in the cockpit. One pilot would read out the required action and the other pilot would execute and then repeat back confirming the action completed. The aviation industry realised through Crew Resource Management training that meaningful teamwork can only occur when there is truthful, transparent and timely communication between team members. Aviation learned from its mistakes, but it took many incidents, as well as public and regulatory scrutiny, to make flying reliable and safe.

Recently, these experiences and techniques have been applied in healthcare, including in resuscitation and critical care management. Studies of aviation teams revealed failures of coordination, communication, workload management, loss of group situational awareness, and inefficient resource utilisation. Thorough investigation of adverse events in hospital care, patient hand-offs, and resuscitation revealed similar failures that, like aviation, tend to be multifactorial and complex.

Healthcare has turned to learn from the aviation industry and developed processes to create a patient safety culture and communicate effectively to achieve reliable and cost-effective patient outcomes. Briefing the team before a procedure, communicating constantly during a procedure so team members know the intended plan, and then debriefing the team to collectively reflect and learn what went well, and what is needed to be improved are essential components of great teams.

The U.S. spends more per person on healthcare than any other industrialised country, yet our health outcomes, including overall life expectancy, are worse. Teams, we know, make fewer mistakes than individuals, especially when all team members know their individual responsibilities as well as those of the other team members. However, simply bringing individuals together to perform a specified task does not ensure that they will function as a team. Teamwork depends on a willingness of clinicians from diverse

backgrounds to cooperate toward a shared goal, to communicate, to work together effectively, and to improve.

Each team member must be able to:

- Anticipate the needs of the others
- Adjust to each other's actions and to the changing environment
- Monitor each other's activities and distribute workload dynamically
- Have a shared understanding of accepted processes, and the knowledge of how events and actions should proceed (situational awareness)

Turning healthcare experts into an expert team requires substantial planning and practice. There is a natural resistance to move beyond individual roles and accountability to a team mindset. We can facilitate this organisational commitment by:

- Fostering a shared awareness and mind-set of each member's tasks and role on the team through cross-training and other team-training modalities
- Training members in specific teamwork skills such as communication, situation awareness, leadership, followership, resource allocation, and adaptability
- Conducting team training in simulated scenarios with a focus on both team learning, behaviours and technical skills
- Training clinical team leaders in the core leadership competencies to build and maintain effective teams
- Establishing and consistently utilising reliable methods of team performance evaluation and rapid feedback

Teams that do not communicate well cannot deliver effective care but are merely groups of individuals working side by side. Effective teamwork and communication are critical to functioning safely in healthcare. They help groups navigate competing priorities, overcome issues associated with human factors, and reduce the risk of error. Surgical training must focus more intently on providing clinicians with the core competencies—the knowledge, skills and attitudes to more effectively communicate with the family and other providers and function as high reliable teams. Continued research on how to improve the safety and quality of perioperative care will be driven by honest and respectful dialogue with providers. This will eventually lead to a deeper understanding of the systemic causes and mechanisms that cause harm and how best to develop resilience to help mitigate this harm and develop more reliable systems of care.

References available on request.

Dr. Barach will be speaking on 'Optimising safety, communication, and teamwork in and around the operating room' at the Surgery conference at 10:45am.



Advanced CT with unparalleled precision, accuracy and reliability

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Article provided by FUJIFILM

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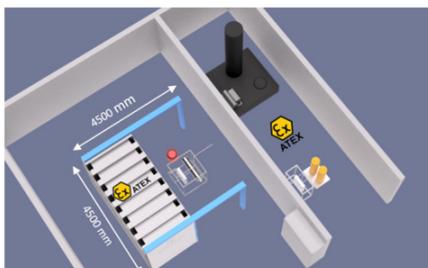
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Sterilization of medical devices by ethylene oxide

A new range of EO sterilizers

Article provided by SOLSTEO



The market of single-use medical devices shows steady growth over the past 10 years. Experts say this fast-growing trend is far from over. Medical practices using disposable devices move sterilization upstream as a result, from healthcare facilities to the industry. It is estimated that 50 per cent of all MD in the world are sterilized by ethylene oxide (EO) gas.

SOLSTEO is a French company that manufactures state-of-the-art industrial EO sterilizers. It is a member of the ISO technical committee that developed the ISO 11135 norms. They also contribute to other work groups of experts who share knowledge on EO sterilization process (e.g. parametric release, EO residuals).

SOLSTEO delivered a Dubai factory the largest EO sterilizer of 86m3 in the Gulf region. In January 2020, SOLSTEO announced the placing on the market of a new range of EO sterilizers, starting with UNISTE 411. This model is designed

with standard technical specifications to meet the requirements of industrial OE sterilization and to guarantee compliance with EU & ISO standards. UNISTE 411 has a loading capacity of 11m3 and integrates a gas treatment system: an acid scrubber. It is a great alternative for customers looking for high-quality European machines with competitive prices.

Pierre Bouché, General Manager & Associate Director says: "We enjoy excellent reputation in Europe as a leading manufacturer of industrial EO. Our company culture is focused on custom-designing our solutions to make sure that our machines adjust perfectly to each individual setting. In this respect, UNISTE is a milestone for our company because it forces us to take another approach to the market. SOLSTEO can now propose robust, but simple, machines able to perform standard sterilization cycles while respecting EU applicable safety regulations (ATEX Directives) and by including a scrubber to add an environmental consideration to the system."

"We are very pleased and excited to unveil this new range of EO sterilizers at Arab Health 2020. I am personally very confident that it will attract positive attention from investors setting up new factories in Dubai. I am confident that this attraction will not limit to Dubai and UAE but will meet the demand of the Gulf region in general."

For more info visit SOLSTEO at stand Z2K10, call +33 984 399 622, or log on to www.solsteo.com.

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While still far from a global giant, Slovenia has a long tradition of combining experience and knowledge with innovation, creative thinking, and care for the environment. That's why, under the Green. Creative. Smart. campaign, Slovenia is emerging as a pioneer in innovation and creativity.

By being Green, Slovenia develops technical innovations that prioritise taking responsibility for future generations. By being Creative, Slovenia has a talent for creating value, recognizing the importance of nurturing creativity as a tool for solving the most pressing issues facing the world today. By being Smart, Slovenia ensures its solutions are globally competitive.

And nowhere is this more apparent than in Slovenian healthcare.

That's why no less than nine of Slovenia's brightest healthcare companies will be exhibiting at Gulf Health this year. These companies are at the forefront of transforming the healthcare landscape. The life-changing technological solutions they offer are answering the challenges of medical professionals around the world every day.

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Building an efficient ecosystem

Dr. Raza Siddiqui believes end-to-end solution and continuum of care is of utmost importance in today's dynamic healthcare environment.

By Deepa Narwani, Editor

The UAE has steadily cemented its position as the destination of choice for medical tourists thanks to its wide range of state-of-the-art technology, affordable treatments and highly specialised doctors, as well as its Instagram worthy hotspots. One of the frontrunners in creating awareness about the country's medical tourism prowess is RAK Hospital, a unit of Arabian Healthcare Group, located in Ras Al Khaimah.

In an interview with *Daily Dose*, Dr. Raza Siddiqui, Group CEO, Arabian Healthcare Group says: "Our first step was to win the confidence of the local community, the second was to become regional and third to become international. We are currently in phase three. Our positioning is "new medical tourism destination" and at present, we are getting patients regularly from Africa and GCC countries."

The CEO believes that higher growth in medical tourism can be achieved through word of mouth. "Today, patients have become numbers, and this will have a negative impact in times to come. Some institutions just focus on the treatment and don't provide any follow-up. At RAK Hospital, we believe in staying connected to our patients and partners in their journey of recovery."

Dr. Siddiqui believes that geographically, the UAE is in the right position to be a hub for medical tourism. The country has more than 45 million passengers transiting through the Dubai airport every year. Moreover, almost 3,000 patients transit through the Dubai airport to go to other destinations for treatment.

Recent trends have highlighted that patients usually travel abroad for treatment for Oncology, Cardiology, Neurosciences, Orthopaedics and Rehab programmes. For instance, he highlights that recently the hospital had four patients from



Saudi Arabia who came in for joint replacement. In such procedures, post-surgical rehab is crucial, and the hospital took important steps in ensuring that the patients were mobilised, connected, and received guidance about what exercises had to be done, even after them leaving the premises. The hospital has also started getting traction from Oman for spine deformities and joint problems and from Kuwait for orthopaedics.

He says, "Providing world-class treatment programmes will add value internationally, as well as in the local market, because people from the region will also get the support they need, closer to home. We are also constantly trying different ways to improve efficiencies so that the cost could be controlled."

Continuum of care

Currently, RAK Hospital has several unique offerings up its sleeve. Its laparoscopic minimally invasive surgery programme is one of the best in the region. They are also well-known

for their cardiac programmes and are in the process of launching new treatment procedures. Furthermore, the hospital has recently started an electrophysiology programme with India's Fortis Escorts Hospital.

"It is not just about the technology, but about the skill-set that is required. We have surgeons who have trained at some of the most renowned centres in India. Recently, we performed a high-end colon cancer case, which is a rare surgery, and the patient is recovering well. It is very important to have that kind of commitment to quality and to the patient," Dr. Siddiqui explains.

He stresses that providing an end-to-end solution and continuum of care is of utmost importance. This involves the referring physician referring the patient with a proper report and keeping them connected and involved. Or in cases of surgery, the physician needs to keep a track about what kind of follow-up or treatment continuation has to happen in the patient's home country. This process is followed religiously at RAK Hospital, he says.

Innovation is key

The name of the game tomorrow, according to Dr. Siddiqui, is going to be efficiency, however, to achieve it, quality cannot be compromised. This is where innovation will have a key role to play.

For instance, he highlights that the universal adoption of Electronic Medical Records (EMR) is playing an important role in cutting down the cost and time. Furthermore, today, if a histopathology sample is carried out and there is no local resource available, telepathology can provide physicians with a second opinion.

"Big data is going to play a very important role

in two areas – histopathology and radiology," says Dr. Siddiqui. "With big data, radiologists can refer to millions of other similar images and provide an instant report. In histopathology, usually, a lot of time is spent as you have to go through each image slide by slide. But now with algorithm-based diagnosis, big data is going to support big time because it is all about matching patterns."

Focus on prevention and wellness

RAK Hospital believes in fostering a culture of wellness and carries out a series of educational programmes throughout the year in the UAE to create awareness. Some of their initiatives include the school health programme Sahi.

"Children are almost never examined from head to toe, as parents will take them to the doctor only if there is a specific ailment. But, as part of the programme, we start the physical exam from the beginning.

"There are many undiagnosed situations that come up. For example, scoliosis goes totally unnoticed, which can be corrected through early screening. We identify the physical and mental growth needs of the child and also customise their nutritional needs," Dr. Siddiqui shares.

They also have an initiative called corporate wellness, as part of which they screen more than 20,000 people every year. He explains: "We have a software with certain parameters. So, for instance, if our team screens 5,000 people, the software can calculate and inform us whether 20 per cent of them are diabetic patients or if 30 per cent of them are cardiac patients, such as people who are at risk of getting a heart attack, etc."

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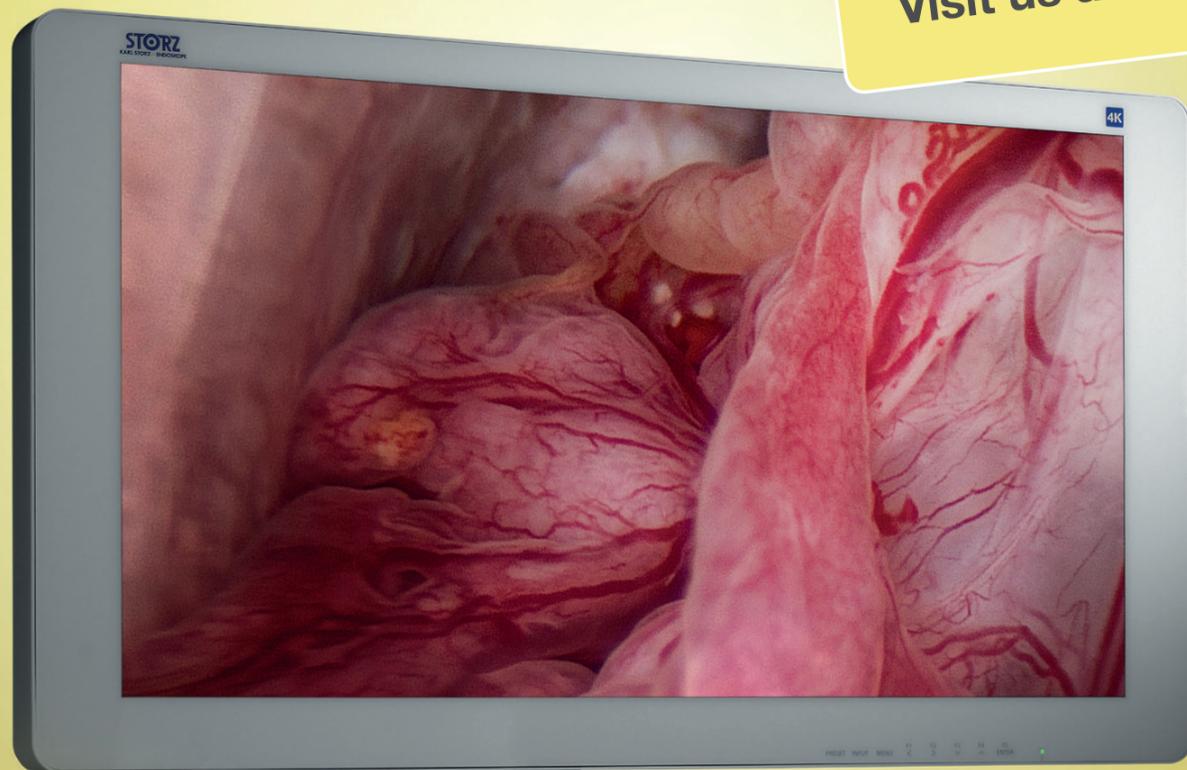
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Flexible single-use video endoscopes – Precise, safe, fast

Article provided by KARL STORZ



The provision of top performance, precise, and reliable products is an essential aspect in the manufacture of modern medical devices. Additionally, manufacturers should be able to meet the latest hygiene guidelines and legal requirements. To do so, KARL STORZ offers high-quality single-use video endoscopes; the utilization of which reduces the risk of microbial infection especially for highly infectious or immunocompromised patients.

The scopes are:

Of excellent image quality: There are no

compromises when it comes to the image quality of our single-use products; powerful LEDs allow optimal image illumination.

Sterile – innovative – reliable: Users will be benefiting from a sterile KARL STORZ product; a new one with every use, a disposable scope that offers the KARL STORZ customary reliable quality.

Ergonomic: The ergonomic design contributes to fatigue free handling and functionality.

Thanks to the compact design, the material used in the scope is minimal, rendering the KARL STORZ single-use flexible video-endoscope ergonomic and easy to use.

Always ready to use: Eliminating the need to sterilize ensures permanent availability of the video-endoscope. Workflows no longer need to be adapted to product availability; thus, gaining flexibility and speed.

Traceable: Each single-use video endoscope features a data matrix code that could be scanned, and the serial number archived in the patient’s documentation; supporting patient safety and clinical quality management.

The flexible single-use video endoscopes are available in various outer diameters and for different indications and for various specialties; ENT, Anesthesia, Emergency Medicine and Urology.

Visit Karl STORZ on stand SA.C10.

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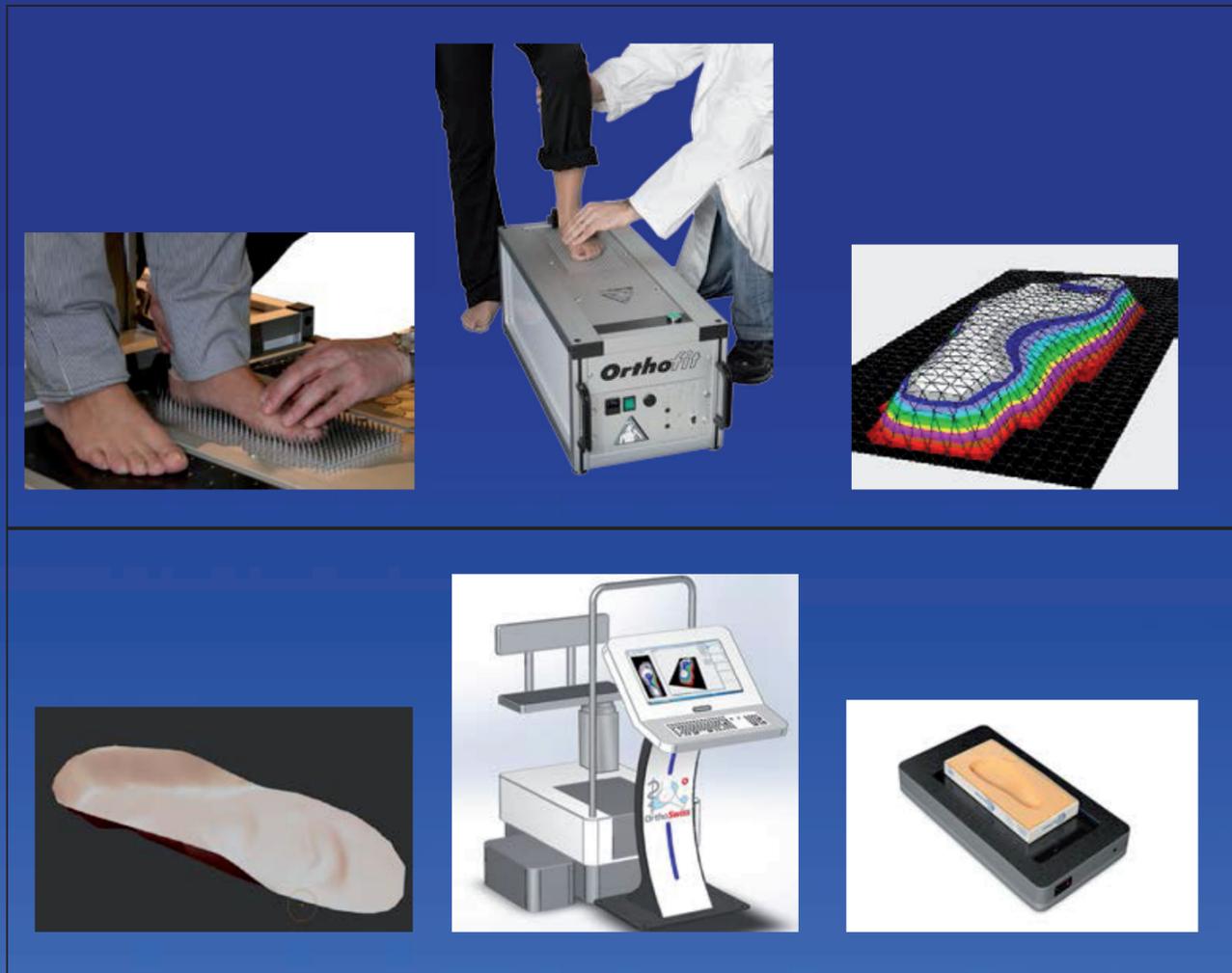
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Unveiling disruptive solutions for next decade

Interview with Sukhdeep Sachdev, Global Chief Executive Officer, Leader Group

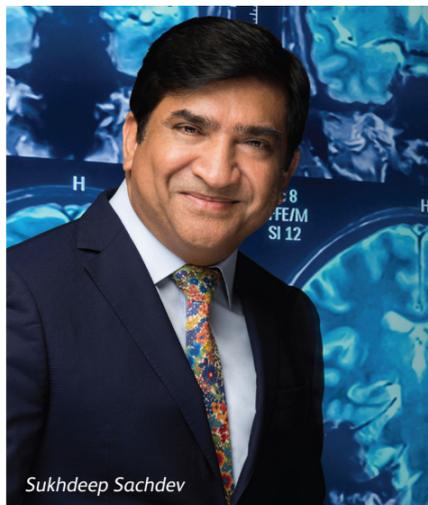
By Daily Dose Staff

What have been the biggest disruptors to the healthcare sector in the last five years, and how has Leader Healthcare Group adapted to these significant changes?

A disruption in the healthcare sector means changing the way disease is treated. The promise of disruption presented by technologies such as Artificial Intelligence (AI), Blockchain, Internet of Things (IoT) enabled devices, etc., has been a work in progress in the healthcare sector so far. While industries such as supply chain logistics, aviation, telecommunication, retail and banking have been transformed through technology-enabled disruption, the same is not the case with the healthcare sector. The scenario is now poised for change, and the healthcare sector is ready to embrace it.

The single biggest disruption in healthcare is slated to be Preventive Targeted Therapeutics or Preventive Precision Medicine. It will allow practitioners to intervene before a disease manifests itself, to identify a disease-prone state of health and develop a precise treatment programme based on the unique genetic-environmental-lifestyle profile of an individual.

Leader Healthcare Group has forged global connections to place these powerful tools at the service of healthcare providers across the GCC countries. The practitioners of the near future will be equipped with the tools of Health Threat Intelligence in a way that has not been possible until recently. Vision 2021 National Agenda emphasises the importance of preventive medicine. It seeks to reduce cancer and lifestyle related diseases such as diabetes and cardiovascular diseases to ensure a longer, healthy life for citizens. The Health Threat Intelligence Programme introduced by Leader Healthcare Group in collaboration with Dr. Giuseppe Mucci at BioSciences Genomics addresses these goals and is being showcased at the Leader Healthcare booth at Arab Health 2020. It incorporates



Sukhdeep Sachdev

genomics, cell biology, molecular biology and precision medicine to serve the objective of a longer, healthy life for citizens.

Helixmoker is a cancer prevention programme within the Health Threat Intelligence Toolkit. It is designed to reduce the prevalence of smoking. We know that smokers have the highest likelihood of developing lung cancer. But why do some smokers develop lung cancer, while others don't? The reason is that the body's ability to repair DNA damage varies from person to person, and lung cancer manifests after years of sustained DNA damage. Once the disease manifests, it is too late for a full reversal. The Helixmoker Programme is an assessment of genes associated with lung cancer combined with precision medicine or targeted therapy. The assessment reveals whether the smoker's body is able to repair DNA damage caused by smoking. If DNA damage is progressive, the smoker will have the choice to quit smoking before the disease manifests itself. Thus, the smoker makes an informed decision in favour of quitting the habit.

How is the introduction of telemedicine, AI and other technological advancements affecting your work and the future of the business?

Ultra-reliable and super-bandwidth networks are required to facilitate time-bound wireless data transfer required by applications and tools such as Telemedicine, AI, Augmented Reality, Virtual Reality and IoT enabled medical devices.

The availability of 5G networks may provide the impetus for caregiving institutions to integrate these tools into traditional therapy models. Realistically, it is the availability of 6G networks that would empower healthcare providers to truly exploit the power of telemedicine. The purpose of telemedicine is to bridge gaps in access to healthcare. The 6th generation of wireless mobile-communication networks is expected to integrate satellites for global coverage. This translates to near-zero mobile network dead zones. So, an individual living on a mountain, forest or remote village would have access to medical care via telemedicine as easily as city / town residents.

Leader Healthcare Group has been one of the first solution providers to introduce Augmented Reality & Virtual Reality based learning solutions for medical and life sciences education across the GCC countries. Innovative solutions for healthcare education and therapy, are available as plug-n-play or turnkey solutions with the shortest possible turnaround time and learning curve. These solutions bear the stamp of leading companies worldwide – Microsoft, Virtual Rehab, 3D4 Medical, Body Interact, CAE Healthcare to name a few.

Arab Health 2020 will serve as the platform to unleash the power of AI in diagnostic imaging. Leader Group partners with Centre for Advanced Research in Imaging, Neurosciences & Genomics (CARING) to launch CARPL – a diagnostic and analytics platform to support faster, reliable and cost-effective diagnoses through medical imaging. CARPL places the ease and power of AI into the hands of radiologists and physicians, bringing

comfort to patients who may have experienced a misdiagnosis, assurance to insurance providers who may have reimbursed in vain, and relief to caregiver institutions who may have encountered litigation arising from inaccurate diagnoses. CARPL can reduce the previously impossible task of parsing through millions of medical scans to the timeframe of a few days – thus overhauling the approach to public health and empowering policy makers towards monitoring of disease-burden in real-time, at a fraction of the cost.

The future of the business at Leader Group hinges upon integrating and aligning these solutions to the curriculum and learning journey of the students. Therefore, a team of project and learning specialists supports learning institutions towards needs assessment, requirements planning, curriculum integration and learning centre operations. The medical and life sciences graduate of the near future will seamlessly integrate the caregiving experience into the busier-by-the-minute schedules of an increasingly globe-trotting patient population.

How do you ensure that your products and services improve patient experience?

Leader Healthcare Group was established with a mission to improve patient outcomes and quality of life. Our global connections and supply chain infrastructure attract the attention of innovators worldwide. Healthcare technologies that add value in unambiguous ways are cherry picked and supported with a platform to grow in the region. The business development teams travel extensively to source affordable, innovative solutions which support a patient's journey towards health. This ensures that the business remains focused on improving patient experience.

Leader Group is a Gold Sponsor and is showcasing disruptive solutions at Booth 4F10.

Naffco debuts two new vehicles

Article provided by Naffco



Naffco Medical is entering 2020 with two new product launches that aim to serve the community worldwide. The first one is Tawasol (Doctor Everywhere Booth), a digital health transformation platform that is FDA Approved. With it, users can virtually see and talk to a GP or Consultant in a two-way video stream, which is highly secured to provide privacy for patients. It also comes with six diagnostic tools that

can be used by a nurse on site such as inside a mall/government authority/big corporate office etc.

Or users can virtually see and talk to a doctor inside a specially designed Naffco Vehicle (Doctor Everywhere Vehicle) that provides healthcare access to remote areas, which saves time and effort for patients and healthcare providers.

Patient vitals that can be transmitted instantly are – Blood Pressure, ECG, Oxygen Level,

Temperature, Stethoscope that doctor can hear instantly other side, Audiogram and Laryngoscope.

These two platforms are highly secured and fully compatible with any organization like DHA, SEHA, MOH & All private health institutions.

Both the vehicles and the booth are fully customisable to client needs, ranging from luxury interiors to basic practical furnishings. The vehicles could also be in a Van or 4X4 chassis.

The second product is the Self Disinfecting Vehicle (SDV), which is a system designed and engineered by Naffco and offers a 99.99 per cent disinfection rate to ambulances and other medical vehicles.

SDV can be operated automatically by a press of a button and delivers a fog spray for four minutes. It can go to places that are hard to reach by normal disinfection procedures. The solution spray leaves no wetting, no residues, doesn't affect any equipment, and is 100 per cent safe and environmentally friendly.

This state-of-the-art system can save cost and effort of two operators that could take 20-30 minutes disinfecting the vehicles. This can be done while the ambulance is going to the parking after patient discharge or even between two consecutive trips.

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Celebrating Britain's excellence

Article provided by the Association of British HealthTech Industries (ABHI)

As the Middle East's leading healthcare platform, Arab Health attracts a high level of UK clinicians, clinics and healthcare technology companies every year. This year, over 140 innovative British healthcare businesses, renowned hospital groups and esteemed clinicians from world-leading clinics will be travelling to the Middle East to showcase 'the very best' of British.

For over 10 years the UK Pavilion has been organised by the Association of British HealthTech Industries (ABHI) – the leading industry association for the health technology sector in the UK.

The ABHI UK Pavilion will be located in Hall 2 and alongside the businesses exhibiting, there is a busy programme of activity planned to showcase the very best of UK healthcare expertise. This will include live surgical demonstrations and product showcases; activities which always draw sizeable crowds to the pavilion.

"The Health Technology (HealthTech) sector is an incredibly exciting industry to be involved in right now," said Paul Benton, Managing Director, International, ABHI.

"From the essential, everyday products like sticking plasters and surgical instruments, through to hip and knee implants, pacemakers and MRI machines, we are seeing products increasingly incorporate new fields of science, utilising data, artificial intelligence, robotics and nanomaterials. The industry is integral to the delivery of modern healthcare, supporting better patient outcomes and improved efficiencies within healthcare systems around the globe."

Taking centre stage within the ABHI UK pavilion is a state-of-the-art simulated operating theatre. It celebrates collaborations between healthcare providers, clinicians and healthcare technology companies, allowing visitors to watch



Witness cutting-edge virtual reality surgery

A unique virtual reality training tool that delivers immersive simulations with haptic (sense of touch) technology will be showcased at the ABHI UK Pavilion.

The cutting-edge surgical training aid is delivered by London-based FundamentalVR, whose platform Fundamental Surgery enables full rehearsal of medical and surgical procedures, providing deep data insight into competency and skills development.

The platform is currently in use across the globe, with partners including The Mayo Clinic, UCLH and UCLA and is accredited by the Royal College of Surgeons of England and the American Academy of Orthopaedic Surgeons (AAOS).

Five back-to-back demonstrations will be delivered live on the ABHI UK Pavilion today from 10:30am – 11:45am. The demonstrations, delivered by Consultant Surgeon Omar Sabri, will explain how, why and what is beneficial about the platform when used for surgical training.

Speaking about the technology, Sabri added: "The Fundamental Surgery platform provides me with deep data insight into my cohort, whilst monitoring key trends and insights. Throughout each simulation a user's skills and knowledge are assessed and measured within the system, providing feedback on instrument use, procedural accuracy, knowledge, decision making and patient impact."

Britain's best surgeons in action. This year three world-renowned UK hospitals will be performing live surgery. This includes BMI Healthcare, Royal Brompton & Harefield Hospitals (RB&HH) and Guy's and St Thomas' NHS Foundation Trust.

Scott Feldman, International Director at BMI Healthcare, said: "BMI Healthcare has worked closely with the ABHI for many years to deliver marketing programmes that showcase our offering at Arab Health, one of the largest events of its kind in the world. Each year they help us bring together world class British expertise and equipment, enabling our surgeons to demonstrate complex skillsets via simulator to targeted, global audiences in the superbly organised UK Pavilion."

All the operating theatre equipment has been supplied by Bender UK, part of the Bender Group. Equipment will include the recently launched Smarter Practico and Grand Promerix operating tables as well as the Merivaara Q-Flow LED operating lights, which have been specifically designed with considerations from surgeons, equipped with optimal control and a range of exciting features. To complete the new equipment will be the pioneering CP9 panels and Barco's new Smart Panel OR display consoles.

Lisa Hudson, Marketing Manager at Bender UK, added: "Merivaara are known for producing world-class surgical equipment for both specialised and general fields of surgery. Their new tables expand their operating room portfolio and will be part of the innovative equipment being exclusively supplied by Bender UK to the ABHI's simulated operating theatre at Arab Health."

To find out more about UK clinical excellence or to see the range of technologies on display, visit the ABHI UK Pavilion in Hall 2.

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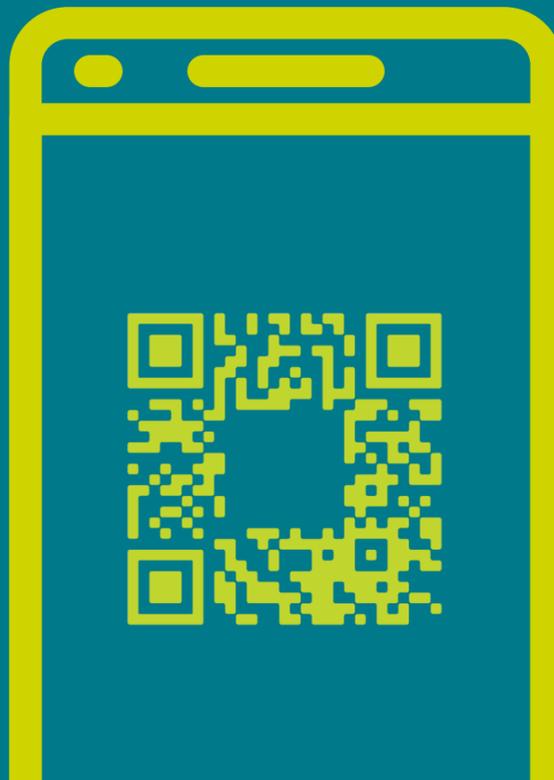


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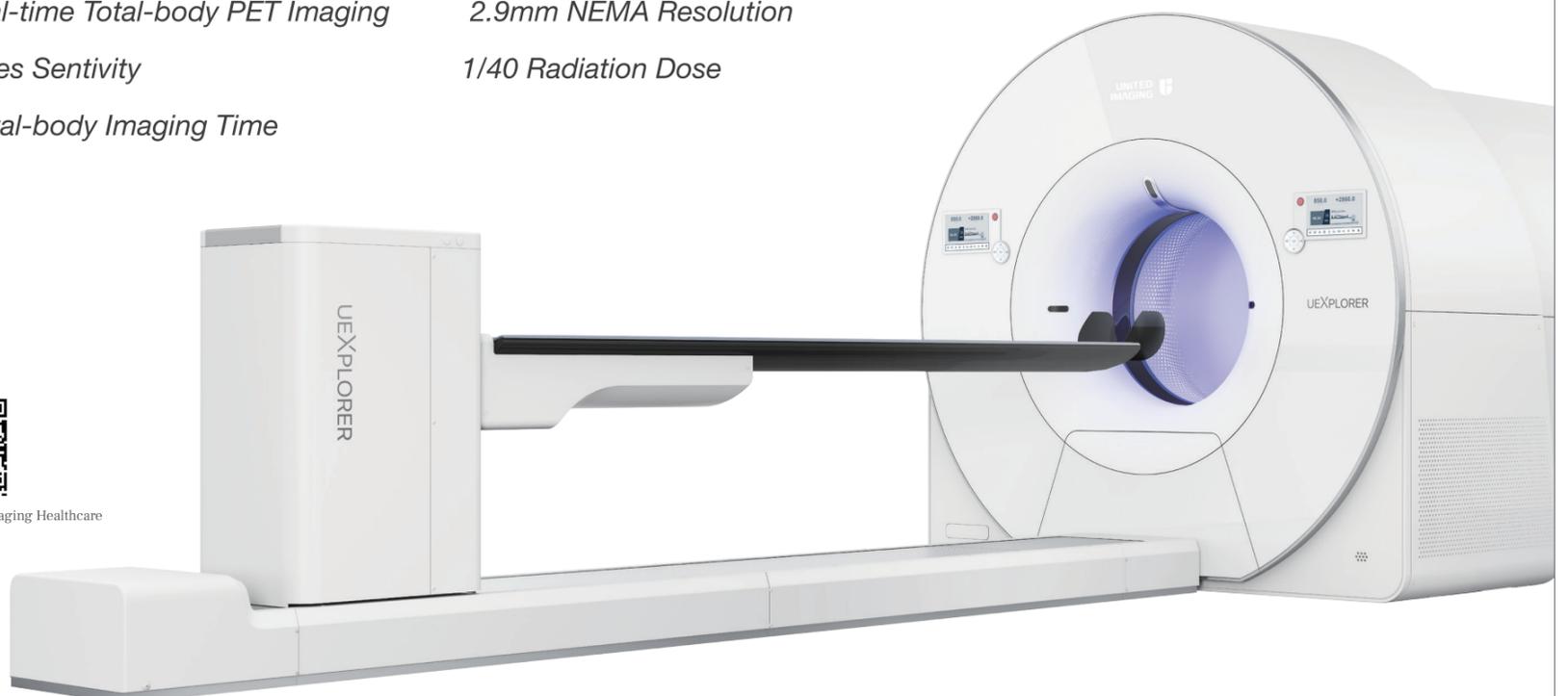
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Burjeel Medical City to provide comprehensive cancer care for the world in Abu Dhabi

Article provided by VPS Healthcare

Cancer has become one of the leading causes of death in the world. Despite the advances in the healthcare sector, the disease is still seen with pessimism. It invokes fear and breaks the morale of the affected persons and their family.

Choosing a treatment center is one of the crucial decisions to be made when diagnosed with cancer. During what can be an overwhelming and emotionally difficult time, it is comforting to learn that you have a world-class cancer center to help.

VPS Healthcare's flagship project, Burjeel Medical City, is one such facility designed to be a hub for tertiary and quaternary oncology treatment for adult and pediatric subspecialties, long-term and palliative care, including immunotherapy and molecularly targeted therapies.

The 400-bed facility in a sprawling area of 1.2 million square feet, located in capital city's Mohammed Bin Zayed, is all set to welcome the world to Abu Dhabi for comprehensive cancer care. The state-of-the-art facility equipped with high-end technology offers customized cancer treatment developed by extensively experienced and trained professional group including physicians, specialist doctors, oncologists and other professionals.

The medical facility will be devoting significant resources toward developing clinical research programs and trials to develop customized approaches for the prevention, diagnosis, treatment and drug development for immunotherapy and molecularly targeted therapies.



Cutting-edge Technology

Burjeel Medical City is equipped with advanced radiotherapy and radiosurgery equipment. This includes two linear accelerators and brachytherapy facility, with space for a Gamma Knife. In addition, the hospital will have advanced Radiology Diagnostics that include SPECT CT, two CT scanners and a simulation CT in the radiotherapy department. To complete the diagnostics, there are two advanced MRIs, with an intraoperative MRI that will be another unique system in Burjeel Medical City. This will facilitate minimally invasive stereotactic biopsies and ensure complete surgical removal of tumors.

To achieve these goals, the medical facility is supported by advanced laboratory and diagnostic facilities – including advanced molecular and genetic testing, stem cell preparation and therapy, apheresis and HLA matching.

Burjeel Medical City is equipped with the latest in medical equipment. A unique hybrid operating

room enables various operative procedures to be performed in one place; making treatments not only safer but also faster. It offers advanced technology for early and accurate diagnosis. Radiology imaging studies are intended to provide the physician with a roadmap to target areas of treatment. These include CT Scan PET/CT Scan, SPECTCT, MRI (Magnetic Resonance Imaging), intraoperative MRI and Digital Mammography.

The facility's state-of-the-art Ultra-Clean Ventilation system or Laminar FLOW system ensures that the risk of contamination is greatly reduced. Also, with the largest number of dialysis chairs, it ensures that there is no waiting period and guests can get their dialysis done at any time convenient to them.

Comprehensive cancer care

Burjeel Medical City's multidisciplinary teams have been educated and trained at some of the top institutions in the United States and Europe. The medical, radiation and surgical oncologists work in partnership with patients and families with the highest level of comprehensive care and individualized treatment plans.

A highly-skilled team of health professionals support physicians in the coordination of patient care. When a hospital stay is required, the inpatient oncology unit is dedicated to the needs of cancer patients.

Surgical oncology

Burjeel Medical City's surgical oncologists specialize in all cancers, including GYN, breast and gastrointestinal cancers.

Medical Oncology and Hematology

Medical oncology uses medicine to treat cancer. Medicines include chemotherapy (which may be given intravenously or by pills), hormones, or biologic therapy (antibodies). Infusion and chemotherapy services are provided under the direct supervision of medical oncologists and administered by oncology certified nurses. The expert oncologists here are highly-skilled in developing personalized treatment plans to slow or stop the cancer's ability to grow and proliferate.

Radiation Oncology

Radiation oncologists, medical physicists, dosimetrists, therapists and oncology-certified nurses' assess, calculate and administer the dose of radiation needed for effective results. Radiation therapy delivers small doses of intense radiation that destroy cancer cells while sparing normal, healthy tissue and reducing side effects.

BurjeelGuides – Second Opinion Services

Burjeel Medical City's BurjeelGuides programme is envisioned to guide patients around the world to make right and wise treatment choice. It connects patients with the expert team for getting second opinions on various treatment plans. As patients can connect to doctors online, they need not spend money or waste time for travel. Burjeel Medical City's team of experts will review the patient's complete medical history, records, test results and images and get back to them with a comprehensive report answering all the individual questions.

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How is Malaffi accelerating the delivery of better-quality healthcare?

Article provided by Malaffi

Created as a Public Private Partnership between the Department of Health – Abu Dhabi (DOH) and Injazat Data Systems, a subsidiary ultimately of Mubadala Investment Company, Malaffi is the region’s first Health Information Exchange (HIE) platform.

Being a universal, Emirate-wide initiative, Malaffi will safely and securely connect all public and private healthcare providers in the Emirate of Abu Dhabi, enabling the meaningful, real-time exchange of important patient health information between healthcare providers – ultimately creating a centralised database of unified patient records.

Previously, providers operated on individual Electronic Medical Records (EMR) systems, which meant patient information remained in silos within the boundaries of each provider’s EMR and was not accessible to other attending providers.

Through Malaffi, providers – and the industry as a whole – now have unmatched opportunities to continue improving care in a way that has never been feasible on such a scale before. This means the platform allows providers to source crucial healthcare data that will be used to improve the coordination of care and allocate healthcare resources more efficiently to ultimately advance patient outcomes and support the provision of world-class care across the Emirate.

Benefits to healthcare providers

Through Malaffi, almost 2,000 Abu Dhabi providers will be able to access crucial patient medical information; ultimately enhancing the

quality of healthcare and improving patient outcomes. The safe, secure and meaningful exchange of important patient health information brings many benefits to providers, including increased workforce satisfaction as a result of easier access to comprehensive, timely health information.

Most importantly, the platform brings together key patient data, including patient demographic information, medication, allergies, laboratory and radiology results, procedures and much more; all recorded at the different providers across the Emirate of Abu Dhabi. As such, Malaffi facilitates better care coordination and transition of care, better-informed decision making at the point of care, and improved management of chronic illnesses and emergencies.

With providers having more information about their patients, they can reduce the unnecessary duplication of diagnostic and treatment procedures, which in consequence increases efficiency, patient experience and satisfaction. For example, in the U.S., the implementation of a HIE system resulted in a 12 per cent reduction in consultations by multiple physicians, a 7 per cent reduction in the emergency department length of stay, a 4.5 per cent reduction in readmission odds within 30 days¹, and a 25 per cent decrease in the odds of imaging procedures being repeated².

Similarly, in Finland – over a five-year period – there was a reduction of over 43 per cent in primary care referrals to specialist care, and a 16 per cent reduction in the number of radiology examination within primary care³.

Malaffi’s benefits are countless and elevate

healthcare standards across Abu Dhabi, as essentially, a patient’s medical information is critical to making all the difference between a correct diagnosis or an incorrect one, and it can ultimately save lives, especially in an emergency.

Elevating healthcare standards across Abu Dhabi through Malaffi

H.E Mohammed Hamad Al Hameli, Undersecretary of the Department of Health – Abu Dhabi, said: “We are firmly committed to providing the very best healthcare solutions and technologies to the people of Abu Dhabi. In line with our future-forward vision, we are proud to see a series of milestones for Malaffi in its journey to utilise technology to improve patient outcomes. This is a shared goal across the Emirate, evident through the active participation of leading healthcare providers, both private and public, to adopt the new Malaffi system. We look forward to more milestones in the coming months as we create a better-connected healthcare system and ultimately a healthier Emirate.”

Malaffi’s progress update

At present, the Malaffi database contains more than 38 million patient records for more than 3 million patients, who are being treated and their care managed through Malaffi by over 15,000 doctors and care teams utilising the platform. To date, 1,732 facilities in Abu Dhabi have signed the Participant Agreement, and 406 facilities have been onboarded, with many more in the pipeline. Some of the onboarded providers include Abu Dhabi Health Services Company

(SEHA), Mediclinic Al Noor Hospital, Kanad Hospital, UEMedical Group, Cleveland Clinic Abu Dhabi and Healthpoint.

During 2020 Malaffi will be launching a patient mobile application to help patients better manage their health. Once logged onto the portal or by downloading the app, patients will have their own medical information at their fingertips.

To learn more about Malaffi and preview the patient app, visit the Department of Health – Abu Dhabi stand (Hall 5, Booth H5.B10) or log on to <https://www.malaffi.ae/en/>.

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2. Vest, et al (2014), Health Information Exchange and the frequency of repeat medical imaging, Am. Journal of Managed Care, 20: 16 –24
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Lets PARTY back pain away

By Dr. George Ampat, Consultant Orthopaedic Surgeon, Liverpool, UK and Author of Bandaide - a self help book to combat back and neck pain (ISBN 0995676930)



Back pain is not a disease. It is a symptom. It is not considered a disease, because most cases of low back pain are non-specific, where there is no clear structural or anatomical cause that can be identified. Despite significant advances in medical science, low back pain is on the increase due to an ageing world population. Low back pain alone, globally contributed to 57.6 million total years lived with disability. There is also no medicine, injection, device or operation that can cure back pain. Lifestyle modification and exercises remain the main options for relief of symptoms. Even in spite of the global epidemic of low back pain there are still some inconsistencies among international guidelines regarding the best treatment protocol or measures to prevent recurrence.

What types of exercises are best suited for treating low back pain?

Various forms of exercises exist to treat and prevent low back pain. These fall into three broad categories; general fitness or aerobic exercises, strengthening or resistance exercises and flexibility exercises. Different individual therapies like Pilates and Yoga use a combination of these techniques. Research has not provided clear evidence that one form of exercise is superior to the other in the treatment of lower back pain.

Resistance training

Resistance training or strengthening exercise programmes have been more popular and have shown to be beneficial in injury prevention. The Fédération Internationale de Football Association (FIFA) introduced a 11-point programme to reduce injuries in football. Among these, the two main exercises for the lower back among those were the forward and side plank. Evidence that has emerged since the introduction of this warmup programme suggests that the FIFA protocol has decreased injury on the soccer field by 30 per cent.

Therapeutic patient education

In addition to exercises, therapeutic patient education (TPE) also forms a key element in treating low back pain. Therapeutic patient education reduces the negative effect of fear avoidance and promotes treatment compliance.

Metaphors are a powerful and effective modality of TPE. They help the mind to grasp concepts that are new and unknown by linking it to something which is similar but not identical.

If exercise and life-style measures are the key elements in treating and preventing the recurrence of back pain, then the process should be simplified, de-medicalised and made enjoyable and should be real fun to engage in. If treating back pain has to be fun, then the outlook should be "Let's PARTY back pain away". PARTY aka Pilates, Aqua Exercises, Running, Tai Chi and Yoga.

Pilates

Pilates is a method of exercise that was developed by Joseph Pilates, from Germany. His belief was that physical and mental health was closely connected. Lin and co-researches reviewed eight randomised control trials. Their final conclusion was "In patients with chronic low back pain, Pilates showed significant improvement in pain relief and functional enhancement."

Aqua exercises

Aqua exercises are gentle exercises done in water. Usually in a swimming pool. The buoyancy of the water decreases the stress from weight bearing whilst the resistance of the water provides the necessary work out for the muscles. Irandoust and others only looked at a small number of elderly males. However, their conclusion was that a water-based exercise programme improved low back pain and body composition.

Running

Belavy studied 79 individuals between the ages of 25 and 35. There were three groups of patients.

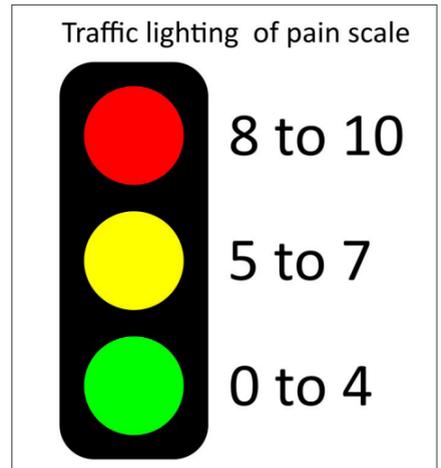
The first group did not participate in sports or physical activity, the second group were joggers running 20-40 kms per week and the third were long distance runners doing more than 50 kms per week. Their research showed that walking and slow running increased the hydration and the height of the discs. It is possible that the cyclical loading from running may have improved the health of the disc. On the other hand, lack of activity, fast running or high impact jumping activities were not beneficial.

Tai chi

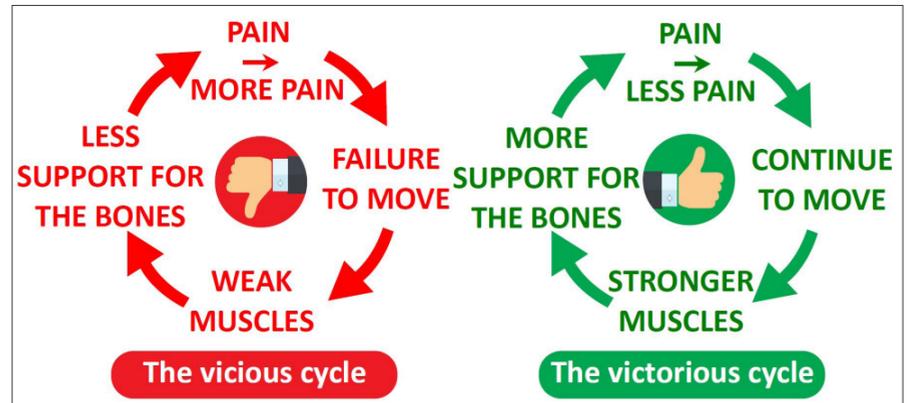
Tai chi is an exercise regime that originated in China. It is a gentle and a smooth flowing exercise. The benefits include increased balance, improved health status with chronic conditions and better awareness of the body. Hall and colleagues studied 160 volunteers. Their conclusion was that, when compared to a 10-week programme of usual care, Tai chi exercise is significantly better at reducing the pain intensity and bothersomeness of back symptoms.

Yoga

Yoga originated in ancient India. Traditionally it encompassed religion, meditation and physical exercises. In the western world, yoga became popular in the 1980s. Its usefulness comes both from the exercises and relaxation. The review by



2. Metaphor to encourage pacing of activity
Patrick needs to drive a distance of 20 kms. He is in a hurry and needs to reach his destination quickly. Driving through red lights may seem fast but is likely to get him into trouble. The Police may stop him for over speeding and failing to obey traffic signals. Driving at a steady pace is more likely to get him to his destination safely and on time. This is similar to recovery from back pain. Patients are very eager to exercise and err on doing too much too soon. This only gets them into more trouble.



Crow and others analysed six different studies with a total of 570 patients. Their study showed strong evidence that Iyengar yoga was an effective means for treating both back and neck pain in the short term.

Practical metaphors for therapeutic patient education.

1. Metaphor to demonstrate how strong back muscles prevent injury

Peter and Paul are identical twins. Being identical twins, they have the same genes. Peter works in a removal company. He lifts an average of three tonnes across 50 meters each day. Paul on the other hand works in an office. He is sat on a chair for eight hours every working day. The only physical activity that Paul does is push a pen on paper or keys down a keyboard. Sitting for long periods de-conditions his back. That is the muscles become weak and cannot support the vertebral column. Over the weekend both Peter and Paul are gardening in their respective homes. Each of them has to lift a bag of compost weighing about 20 kgs. Peter, the removals man, lifts the bag without a problem. Paul, the office worker, hurts his back when he lifts the same load. It is wrong to blame the act of lifting as the cause of Paul's problem. If lifting was the problem, then it is more likely that Peter who lifts more, would have hurt his back. In reality it was Paul who developed a problem with his back. That is because Paul's back was not fit for purpose.

How then can we handle this? It is common practice to score pain on a scale of 0 to 10. Let us assume that a score of 0 to 4 is "Green", a score of 5 to 7 is "Amber" and a score of 8 to 10 is "Red". Let us also assume that before exercise or activity the pain is on green, starting at 0/10. With commencement of activity or exercise, the pain is likely to increase. It is important that the activity and exercise is stopped when one reaches "Amber". Fighting the pain barrier is only going to get us into trouble with our inner brain which acts as a Police and modulates our activity.

3. Metaphor to understand why weak muscles in the lower back can damage the discs.

Cars have shock absorbers and tyres. If the tyres are well inflated, then the shock absorbers are unlikely to wear out quickly. However, if the tyres are under inflated then the car wobbles. The increased wobbliness is transferred to the shock absorbers, which will then fail prematurely. Well and adequately inflated tyres will not cause wobbliness of the car. Hence, the shock absorbers are not overstressed. This then allows the shock absorbers to last a lifetime. It is similar in the back. The muscles are the tyres and the discs are the shock absorbers. If the muscles are strong then the discs do not wear out prematurely. However, if the muscles that surround the spine are weak then there is an increased wobbliness between the vertebrae, which will increase the chance of damage to the disc due to repetitive trauma.

Continued on page 26...

Let's **PARTY** back pain away

- Pilates
- Aqua Exercises
- Running
- Tai-chi
- Yoga

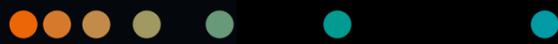
Dr. Ampat will be speaking on 'Plantar fasciitis: Non-invasive modality of management' and 'Metatarsalgia' on Jan 28 at the Orthopaedics conference and on 'Orthotics and Sports Performance - sham or science?' on Jan 30 at the Physical Medicine, Rehabilitation and Sports Medicine Conference.

The scientific overlay is not that of the individual pictured and is not from a device of Siemens Healthineers. It was modified for better visualization. · 8448 1119

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Continued from page 24

Some difficulties in the classic medical management of back pain

1. Assessment of core strength

Exercise and core strengthening seem to be the mainstay in the treatment and prevention of low back pain. However, the usual clinical assessment of a patient with back pain does not involve testing the strength of the core. Testing this, by observing a patient's ability to bridge or plank, is a reasonable method to assess the strength of the core.

Evidence suggests a supine plank / bridge of less than 100 seconds and a prone plank / bridge of less than 60 seconds is associated with back pain. On the contrary a supine plank / bridge of 180 seconds and a prone plank / bridge of 90 seconds are not associated with back pain. These are targets which the patient can be motivated to achieve when exercising.

2. Fat infiltration of the multifidus muscle.

Though not essential, MRI scanning is being used more often when assessing low back pain. Unfortunately, the scans and the reports focus on the abnormalities in the disc, the bone and the nerves. Very rarely do MRI reports focus on the muscle. If exercise is a key element in the management of back pain, then the effect, the back pain has on the muscle needs to be evaluated and reported. One of the muscles that form the core and support the spine is the multifidus. This lies very close and adjacent to the spine. In chronic back pain the multifidus muscle becomes smaller and is replaced by fat. MRI scans can identify the infiltration of fat in the multifidus muscle.

Infiltration of fat into the multifidus is not related to obesity or body weight. It is unfortunately a reaction that occurs as a result of back pain. It is important that MRI scans if and when performed for mechanical back pain should attempt to describe the state of the multifidus muscle and the extent of fat infiltration. Providing a report which states that there is no degenerate disc or nerve compression provides no measures to the patient to rectify the situation.

3. Reliance on surgical intervention

Spinal surgery is not a procedure to be taken lightly, it comes with an array of complications and a potential to worsen symptoms from baseline. An important example of this is 'Failed Back Surgery Syndrome' (FBSS). FBSS is defined as back pain which persists despite surgery or occurs after surgical intervention for treatment of previous spinal pain in the same region. Essentially, the original pain may still exist or worse still increase despite surgery which was intended for minimising discomfort. Once FBSS has occurred treatment options are often limited and expensive. The risk of developing failed back surgery syndrome is as high as 1 in 5 spinal surgical interventions. A study compared the annual price of treating FBSS against four other common chronic conditions including rheumatoid arthritis, osteoarthritis and fibromyalgia. Cost calculation concluded that treating FBSS cost €1802, whereas other conditions cost between €183 and €1261 per annum.

Conclusion

Back pain is a global epidemic. However, treatment modalities can be relatively simple. For instance, encouraging patients to regularly perform core exercises may be all that is required.

Furthermore, health professionals should invest time to educate patients regarding core strength and its protective role on the back. The medical focus should be to empower patients to self manage.

References available on request.

Empowering definitive diagnosis

Acclarix LX9 Diagnostic Ultrasound System From EDAN

Article provided by EDAN

At Arab Health 2020, EDAN will be presenting Acclarix LX9 Diagnostic Ultrasound System, a new generation Color Doppler trolley system carrying brand new EIS+ platform with multiple automatic tools, providing more efficient and reliable diagnostic assistance to any sonographer.

Distinctive design

- Brand new outlook with slim and ergonomic design.
- 21.5-inch, high-resolution LCD medical monitor.
- 14-inch sensitive touch screen releasing efficient operation at fingertip.
- Five transducer sockets with complete set of probe configuration.
- Integrated user interface with 180-degree rotation and electronic height adjustment.
- Extra-long continuous scanning time owing to two built-in batteries.
- Humanized gel warmer design and retractable backlit keyboard.

Outstanding imaging performance

As the most high-end level system from EDAN, Acclarix LX9 offers stunning image quality and

reliable functional workflow to satisfy GI doctor's needs on daily diagnostic imaging.

- TAI (Tissue adaptive imaging).
- Strain elastography.
- Contrast imaging.
- PIH (Pulse inversion harmonic imaging).
- Multi-beam forming technology.
- eBoost (Echo enhancement technology).
- eView (Spatial compound imaging and frequency compound imaging).
- eLive and eFace (3-D/4-D Imaging and baby face one-key optimization.)
- eSRI (Speckle reduction and edge enhancement imaging).
- Single crystal probe with ET technology.

Smart workflow

- Innovative layout partition for fast operation.
- eTouch- Efficient 'Swipe' gesture control in touch pad.
- eOptimized - One key optimization in B/Color/PW.
- eOB -Auto BPD, HC, OFD, FL, HL, AC.
- eLV - Auto EF, Auto SG, Auto Strain.
- eFollicle - Automatic follicle identification and measurement calculation.

- eVol.Flow- Automatic vessel volume calculation.
- Raw data reprocessing function.
- High-capacity storage with USB and Wi-Fi transfer also supporting DICOM 3.0 agreement.

Versatile clinical application

Targeting to be top-level generalist of traditional ultrasound, Acclarix LX9 displays great compatibility in different departments with versatile image technologies and functions. Compacting with advanced probe technology, superior imaging can be displayed in elastography and contrast imaging for radiological department; new mechanical endo-cavity probe design and multiple automatically OB measurement packages will give a more pleasant experience in OB and GYN. Including cardiology, Acclarix LX9 offers multi-frequency probes in adult and pediatrics, supporting tissue doppler imaging, anatomic M mode and color M mode, which will perfectly match the basic scanning for cardiologists.

For more information, visit EDAN Instruments, Inc. Booth: S1.L19 or www.edan.com, or email info@edan.com.cn.

Resume of the future

TrueProfile.io to help healthcare professionals boost their career potential.

Article provided by TrueProfile.io

TrueProfile.io®, powered by the DataFlow Group, has launched a new digital resume for their blockchain-based document verification platform to reimagine the traditional resume.

Competition for coveted healthcare roles is fiercer than ever. With a huge volume of applications for each role, credible candidates need a new way to display their career accolades. TrueProfile.io have developed a new myTrueProfile page for its Members, which enables hopeful job applicants to build a new, verified digital resume, which can be shared with and viewed by employers.

Do resumes help or hinder during healthcare hiring?

Submitting a resume is common practice for the majority of job applications. However, with around 50 per cent of traditional paper CVs said to contain falsifications, it's safe to say that this practice is flawed – particularly in high-risk industries like healthcare. When it comes to international recruitment, this issue is only exacerbated on a larger, more complex scale.

Statements made around professional accolades are ultimately designed to impress and, in an increasingly competitive job market, ordinarily scrupulous candidates can give into the temptation of adding embellishments to their CV

in the hope of securing a new role.

Thanks to the enforcement of background checks and document verification within the healthcare industry in the GCC, dishonest applicants never get to the finish line when it comes to securing a new position. However, the rise of dishonesty during the application process causes a huge strain on hiring managers and sifting through false information means that less time can be spent on trustworthy candidates.

Qualified healthcare professionals are more than just a resume

The hiring process isn't just cumbersome for those in charge of recruiting new employees, but also for the potential employees themselves. Writing and updating a resume is just the start, and with so many CVs flooding into a recruiter's inbox, it's easy for an authentic candidate to be overlooked.

The first stage is often who can submit the most impressive, yet unverified, paper-based account of their professional accolades. Ultimately, a traditional resume and its unproven written statements are a poor proxy for a ready-to-hire, qualified healthcare professional.

When a job seeker has verified their credentials such as degrees, medical licences, good standing certificates and references they need a legitimate means of displaying their professional validity outside of a few sheets of A4.

The solution? Introducing the new myTrueProfile page

TrueProfile.io has developed just the thing to provide applicants with a level playing field in which to present their career information: the myTrueProfile page.

Helping verified professionals get hired

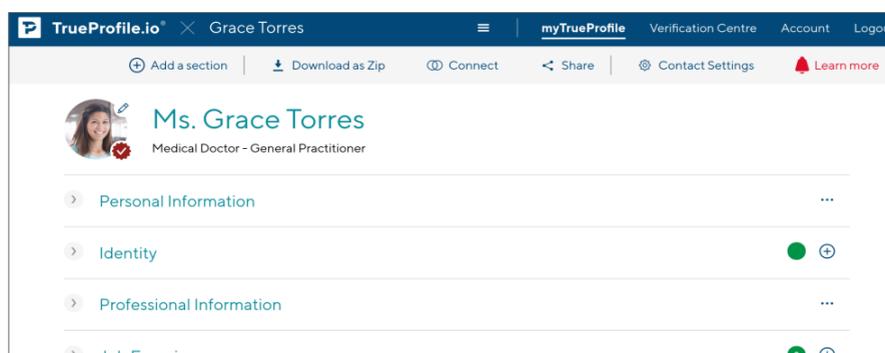
Once signed up, TrueProfile.io Members are granted with a digital resume that they can populate with their professional documents and traditional CV elements – including their verified credentials, known as 'TrueProofs®'. Job seekers can choose exactly who they wish to share their information with and can send the link directly to employers or regulators and can even display their new digital CV on LinkedIn. Any verifications they have stored on their myTrueProfile page can be checked and validated by a potential employer via blockchain.

For those who are actively seeking a new position, they can opt to make their profile visible to employers in order to build new career opportunities. As the individual's career develops, new sections can be added and verified to reflect their professional growth. Once candidates are in their new role, they can switch their profile to private so that it can only be viewed by them until it's needed for their next big career move.

Getting started

Our ethos is to ensure that trustworthy, verified candidates can fast-track their career potential with the help of TrueProfile.io. The digital resume is completely free of charge for all TrueProfile.io members and by sharing career information in this format it helps to ensure that recruiters and hiring managers do not waste their time and resources on unscrupulous or fraudulent candidates.

To join the TrueProfile.io community, sign up for free at <https://www.trueprofile.io/member>





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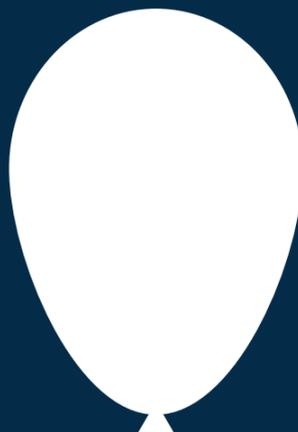
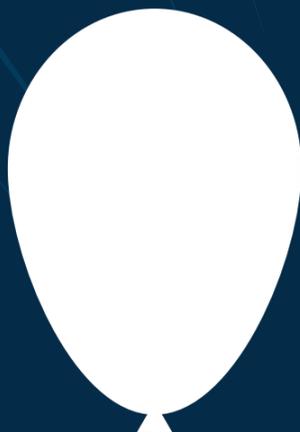
At its core, Sapphire HMS comes with a customizable HL7 engine, allowing for seamless integrations with all your systems, such as LIS, RIS, PACS, or CDSS for a connected hassle-free hospitalization experience.

Enabled by radically interoperable data, its open agile standard and cloud-native design, Sapphire HMS empowers you to sustain well-being through uplifting time-to-market of new medical services and flexibly tailoring your optimal mix of specialty and ancillary medical systems in line with your preferred operational and deployment plans.

Two hands are stronger than one, join hands with us in shaping the future of healthcare.
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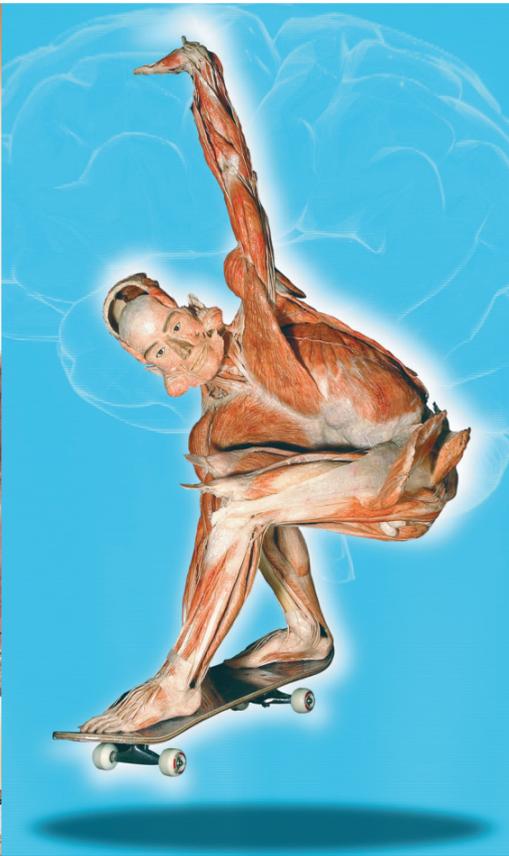
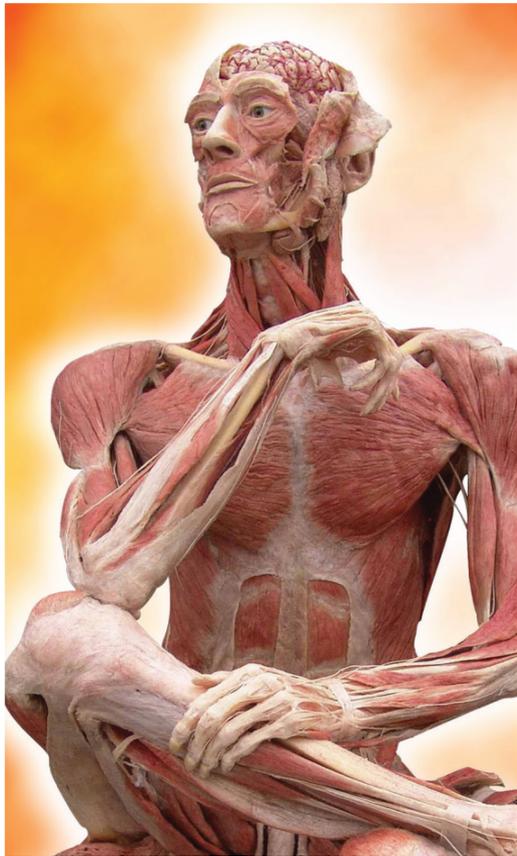
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 helpdesk@leaderhealthcaregroup.com

 www.leaderhealthcaregroup.com