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Arab Health
By Informa Markets

Daily Dose

Day 3, Wednesday 29 January 2020 The official daily newspaper of the Arab Health Exhibition

Abu Dhabi DoH commmits to AI, recognises hackathon talent

By Daily Dose Staff



In line with its participation at Arab Health 2020, the Department of Health - Abu Dhabi (DoH) is reaffirming its collaboration with innovative applied AI company Saal.

The two entities aim to work side-by-side and implement the use of AI to research and provide insights on healthcare trends that include competency, training gaps and upcoding. They are currently working on an AI-based tool to map dentists to variables that include specialty, diagnosis and intervention/treatment to discover insights.

H.E Mohamed Hamad Al Hameli, Undersecretary of DoH commented: "We are delighted to work alongside Saal as we believe that there is an urgent need to study and analyse many areas in the healthcare sector. This partnership is necessary to develop a clear vision of how AI can contribute to enhancing the levels of efficiency of these areas. This will reflect positively on the quality of healthcare services provided to the public."

Vikraman Poduval, CEO of Saal said: "It is our privilege to partner with DoH and participate in the region's largest healthcare summit, Arab Health

Exhibition 2020. We are committed to developing innovative solutions to enrich and optimise healthcare services, in line with efforts to generate a positive impact across the community."

Poduval continued: "Lately, technology has held an increasing influence on our everyday life.

It has immense potential to benefit the consumer, providers, and other stakeholders. With technology, we envisage an era where preventive care is in dominance and healthcare is delivered proactively."

DoH's participation at Arab Health saw it honour various innovators who took part in the second edition of the healthcare hackathon held in Krypto Labs, Masdar City.

DoH is hosting a series of discussions via its AI Lab workshop, which aims to shed light on big data analysis, genomics, predictive analysis, and the IoMT, which in turn will contribute to seeking advanced healthcare solutions. The discussions will also touch on a range of topics including digital health and personal medicine.

Visit DoH at stand H5.B10.

Thumbay University Hospital launches Center for Imaging

Article provided by Thumbay University Hospital

Thumbay University Hospital, the largest private academic hospital in the region, located at Thumbay Medicity, Al Jurf, Ajman, officially launched its 'Center for Imaging' at a special function in the hospital on January 25. Prof. Hossam Hamdy, the Chancellor of Gulf Medical University, Ajman was the chief guest of the event, held in the presence of Dr. Thumbay Moideen - Founder President of Thumbay Group; Mr. Akbar Moideen Thumbay - Vice president of the Healthcare Division of Thumbay Group; Dr. Mohammad Faisal - COO of Thumbay University Hospital; and dignitaries from healthcare and allied sectors, and representatives of the various segments of society.

Continued on page 2

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

وزارة الصحة
DEPARTMENT OF HEALTH



Continued from page 1

“Being an integral part of Thumbay Medicity, the Center for Imaging’s innovative technologies will benefit people of the UAE as well as medical tourists from the region and beyond, adding to Thumbay University Hospital’s importance as a leading regional healthcare hub. This also reiterates the hospital’s commitment to providing the latest medical technology to improve the overall quality of care and ensure patient safety,” said Akbar Moideen Thumbay.

The Center for Imaging has cutting-edge technology and advanced equipment and is manned by a highly skilled team of professionals. Radiology services include 3 Tesla MRIs (Magnetic Resonance Imaging), 256 slice CTs (Computed Tomography), Bone Mineral Densitometers (BMD), Ultrasonography and Color Doppler studies, Conventional and Portable X-rays and Contrast studies, etc., in addition to the upcoming Digital Mammography, Fluoroscopy and PET-CT services. PACS (Picture Archiving and Communication System) used by the center provides better storage and retrieval of images, also in line with the hospital’s paperless initiatives. Special attention is given to the quality and accuracy of tests, at the same time ensuring minimal wait/turnaround time.

“Thumbay University Hospital’s medical imaging services focus on detecting diseases in their earliest stages, leading to faster diagnosis and treatment. The Center for Imaging will also contribute to the comprehensive preventive health check-up programs including full-body checkups, as well as breast cancer screenings etc. held as part of the hospital’s CSR initiatives,” said Dr. Mohammad Faisal. “To celebrate the launch, the Center for Imaging has announced a month-long, heavily discounted offer for all imaging services,” he added. All major insurance cards are accepted at Thumbay University Hospital.

The Center for Imaging will also contribute to the hospital’s overall clinical excellence delivered in collaboration with its global partners Villa Beretta, Facility of the Valduce Hospital in Como – Italy; Children’s Mercy

Hospitals and Clinics – Kansas City, US; IMO – Spain; Gruppo Ospedaliero – San Donato, Italy; Hopitaux Universitaires – Paris Sud, France; Hopital Universitaire Mere Enfant – France; Hopital Paul Brousse – France; Institut Cochin – France and BK Plastic Surgery – Korea.

Thumbay University Hospital is a state-of-the-art family healthcare destination with 350-beds, over a hundred consultation clinics, a dedicated 100-bed long term care and rehabilitation unit, upcoming Centre for Oncology equipped with PET-CT scan, 10 modern surgical suites for all major specialities, 10-bed dialysis unit, Cath Lab, ICU/CCU/NICU/PICU, and more.

The Hospital has a dedicated floor for the Mother and Child program including 10 Labor & Delivery Rooms, NICU, SCBU, Well Baby Unit, and more.

The Thumbay Pharmacy located within Thumbay University Hospital is one of the biggest robotic pharmacies in the country. The hospital’s diagnostic lab is connected to the central reference lab of Thumbay Labs through a pneumatic tube system; the largest of its kind in the country.

The hospital has a ‘Therapeutic Garden’ for better relaxation and holistic recovery of in-patients. Marhaba Services – personalized fast track services for patients – are available in addition to Presidential Suite Rooms, VIP Rooms, Private Rooms etc. The hospital has a dedicated medical tourism department for serving medical tourists.

In addition, Thumbay University Hospital offers a wide range of amenities for patients and visitors, such as a multi-restaurant food court, movie theatre, coffee shops, health club, 1000+ free parking spaces, and more.

The hospital is part of the academic hospital network of Thumbay Group, which boasts a professional workforce of 25 different nationalities serving patients in 50 different languages and serving patients from over 175 nationalities.

Visit Thumbay Group at stand CC140.

SEHA announces successful implementation of CostPro solutions

Article provided by SEHA

Abu Dhabi Health Services Company (SEHA) has announced the successful implementation of a Patient Level Information and Costing System (PLICS) at its hospitals, as part of its transformation projects. The system, CostPro, was unveiled to the public at Arab Health.

CostPro allocates cost and revenue to patients on a daily basis and automates the costing process. This allows SEHA to analyse cost, revenue and margins related to the operations of its healthcare network and implement an insights-driven approach to decision making. Metrics measured within the system include inpatients, outpatient consultations, procedures, treating practitioners, and areas of speciality.

The data has already allowed SEHA to identify opportunities for improving patient coding and service delivery across its Maternity and Neonatal Care Network. Furthermore,



clinicians at SEHA are harnessing the power of the data to streamline the quality of healthcare delivered to their patients.

CostPro has been rolled out at Corniche Hospital, Sheikh Khalifa Medical City, Tawam Hospital, Al Ain Hospital, Ambulatory Health Services, and Al Dhafra Hospitals.

George Kapitelli, Group Chief Finance Officer, said: “CostPro

is a world-class costing system that automates the costing process and provides our healthcare facilities with access to daily patient level cost and revenue data. We have already begun using results from the system to drive improvements across SEHA’s obstetric and neonatal services and assist our negotiations with funders. The system has been implemented in 10 hospital facilities and across our 50 ambulatory clinics.”

Visit SEHA at stand H6.A20.

United Imaging makes MEA market debut

Company announces strategic partnership with local healthcare pioneer.

United Imaging, a global leader in advanced medical imaging and radiotherapy equipment, made its official launch in the Middle East and Africa (MEA) region at Arab Health. The company also announced strategic partnerships with Mohamed and Obaid Al Mulla Group, one of the largest group companies in Dubai, and American Hospital Dubai, the premier private healthcare provider in the Middle East.

“The Middle East and Africa region is a robust and fast-growing market with an ever-expanding medical demand. We are pleased and honored to make our debut at Arab Health this year. We are officially open for business in the MEA region,” said James Xia, co-president of United Imaging.

He added, “United Imaging’s goal is to provide premium products and services for customers around the globe. In order to better serve the MEA region, we have established a regional headquarters in Dubai with an experienced marketing and customer service team, which will provide customer-centric services to address the specific needs of customers in this region.”

Under the strategic partnership agreements, United Imaging’s High-performance PET/CT uMI780 will be deployed at American Hospital Dubai. More installations and extensive cooperation on clinical and scientific research are already well underway.

Sherif Beshara, CEO of Mohamed and Obaid Al Mulla Group, said, “In line with our commitment to abide by the overarching goals set by the UAE’s leadership, we continue to partner with globally reputed companies that would assist us to improve the quality of healthcare we provide using their products and services. This partnership will make American Hospital Dubai an important clinical application reference site and help us to better serve the patients.”

At the show, United Imaging has brought its portfolio of medical imaging devices - PET/CT, PET/MR, MR, CT, DR, and AI products - including the Total-body PET/CT uEXPLORER and the 75 cm Ultra-wide Bore 3.0TMR uMR Omega, which was launched at Radiological Society of North America (RSNA) in Chicago in December 2019.

Visit United Imaging at stand S2.A10.

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Today at a glance

Arab Health 2020 Congress

Conference	Room	Location	Start	Finish
Total Radiology	Grand Ballroom	Conrad Dubai	08:00	18:00
Obs & Gyne	The Ballroom	Conrad Dubai	08:15	17:30
Orthopaedics	Dubai D	DWTC	08:30	17:00
Surgery	Umm Al Quwain	DWTC	08:00	18:00
Anaesthesia and Pain Management	Meeting room 8 & 9	Conrad Dubai	09:20	17:40
Diabetes	Abu Dhabi A	DWTC	08:40	17:00
Healthcare Investment Forum	Ajman D	DWTC	10:00	15:30
Physical Medicine, Rehabilitation and Sports Medicine	Al Ain F	DWTC	08:20	17:00
Quality Management	Al Ain J & K	DWTC	08:50	17:45
Healthcare Infrastructure Forum	Pavilion Hall	DWTC	10:30	16:30

Arab Health Daily Dose

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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, **Keynote:** Making day-to-day life a little bit better, Tamara Rajah, Founder & CEO, Live Better With, London, UK

Pitches - 11:30am to 13:30pm

- 1) **Avatr** - Personal AI at the service of Doctors and Patients, for Remote Chronic Disease Management
- 2) **BestDoc** – Intelligent patient relationship management for hospitals
- 3) **Cardiolyse** - Heart Health analyzing solution, that enables affordable real-time remote monitoring, providing personalized reports, detection and up to 2 months prognosis on dangerous heart events
- 4) **Healthigo** – Provides the best-in-class patient experience and engagement platform for healthcare providers
- 5) **Hegenberger Speculum** - Hegenberger is an innovative, disruptive device made to improve post-partum suturing
- 6) **PharmaVgate Academy** - First digital pharmacy academy empowering pharmacists anytime, everywhere
- 7) **Sannula Safe MedTech** - Protects Healthcare Providers (HCPs) from blood transmitted diseases (BTDs) infections
- 8) **TachyHealth** – Advancing healthcare with Artificial Intelligence

Innovation committee

- 1) **Dr Manish Kohli**, Chairman, HIMSS, USA
- 2) **Michael Schelper**, CEO, Qbrio, Dubai, UAE
- 3) **Mubarak Ibrahim**, Director of IT Department, Ministry of Health and Prevention, Abu Dhabi, UAE
- 4) **Sultan Al Shaibani**, Senior Specialist, Project Management Office, DG Office, Dubai Health Authority, Dubai, UAE

Gurus of the industry

- 14:30** **The Value Equation: An Optimized Technological Platform, Enhancing Access to Healthcare Across the Globe**
Eric Escobedo-Wu, Director, Clinical Advice Series, Online Second Opinion Program, **Stanford Health Care, California, USA**
- 15:00** **Healthcare in the cloud**
Shijaz Abdulla, Regional Manager, Solutions Architect, **Amazon Web Services, Bahrain**
- 15:30** **Innovation in expanding access to quality healthcare for critical disease states**
Marzena Kulis, Managing Director, Medical Devices – Middle East, **Johnson & Johnson, Dubai, UAE**



The future is now: AI in diagnostic imaging

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

By Daily Dose Staff

Medical imaging data is one of the richest sources of information about a patient's well-being. At the same time, interpretation of extremely high-resolution medical images is a complex task.

With a staggering amount of unstructured data packed into X-rays, CAT scans, MRIs, and other testing modalities, it is no surprise that Artificial Intelligence (AI) is slated to be a valuable ally for radiologists, pathologists, caregiver institutions, policy makers and public health governance.

The Daily Dose team explored the possibilities and promise of artificial intelligence in diagnostic imaging during a tête-à-tête with Sukhdeep Sachdev, Global Chief Executive Officer, Leader Healthcare Group.



Sukhdeep Sachdev

What is the timeline to realize the promise of Artificial Intelligence (AI) in Diagnostic Imaging?

Arab Health 2020 will serve as Leader Group's platform to unleash the power of Artificial Intelligence (AI) in Diagnostic Medical Imaging. Leader Group partners with Centre for Advanced Research in Imaging, Neurosciences & Genomics (CARING) to launch CARPL - an AI-enabled diagnostic and analytics platform to support faster, reliable and cost-effective diagnoses through medical imaging.

What is CARPL?

CARPL is an AI-assisted global platform for development, validation and deployment of advanced radiologic analytics. It is a data processing platform that enables the deployment

of multiple, multi-vendor AI algorithms into the radiology workflow. It is secure, seamless and a feather-light component of the health IT infrastructure. CARPL is the metaphoric octopus - supporting data mining, analytics, validation of AI algorithms, and more. It can be applied to enhance patient experience, improve healthcare delivery metrics, to create global disease level databases for population health management, to enable precision medicine through genomics and integrated diagnostics.

How does CARPL support KPIs for healthcare delivery?

CARPL places the ease and power of AI into the hands of radiologists, caregivers and caregiving

institutions - restoring confidence to patients who may have experienced a mis-diagnosis, providing quality assurance to insurance providers who may have reimbursed additional tests due to false positives, and relief to caregiver institutions who may have encountered litigation arising from discrepancies in radiologic diagnosis.

What can CARPL achieve at granular and policy levels?

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 the monitoring of disease-burden in real-time at a fraction of the cost.

Is AI-assisted diagnostic imaging a threat to radiologists?

The radiologist is an integral part of healthcare delivery. No tool or technology can replace the human component and associated critical thinking skills. The radiologist and AI-assisted diagnostic imaging tools join hands to bridge gaps and deliver a superlative care experience.

The advent of AI as a support tool for diagnosticians has been heralded as a positive development by the thought leaders at The American College of Radiology. In addition, the American College of Radiology Data Science Institute (ACR DSI) has released use cases that support the deployment of artificial intelligence in medical imaging. The objective is to develop standardized AI for clinical decision support and diagnostics.

Having said that, in the era of artificial intelligence, it is beneficial for radiologists to master basic programming tools to sift and organise DICOM data. User-friendly simple tools that can be used in clinical and research practice are widely available.

What are the use cases for AI in medical imaging, and how can AI tools alter workflows towards improved detection of fatal conditions?

Applying AI to imaging data may help to identify thickening of certain muscle structures or monitor changes in blood flow through the heart and associated arteries. AI tools could also be used to automate measurement tasks, such as pulmonary artery diameter, aortic valve analysis, carina angle measurement. AI could be used to identify hard-to-see fractures, soft tissue injuries and dislocations. Certain fractures are often difficult to detect on standard images. AI assisted tools may be more likely to identify subtle variations that indicate an instability requiring surgery. Unbiased algorithms could be deployed to review images in trauma patients - to ensure that all injuries are accounted for and deliver the care required for a superlative outcome. These are just a few use cases that scratch the surface of the possibilities. A few years ago, applied AI for healthcare seemed a distant dream. As we step into 2020, the dream has transformed into reality.

Leader Group is showcasing CARPL at Booth 4F10 as Gold Sponsor of Arab Health 2020.

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Paxman displays Scalp Cooling tech

Article provided by Paxman

British scalp cooling expert Paxman is showcasing their pioneering Paxman Scalp Cooling technology at the show. The treatment prevents cancer patients from losing their hair and helps them retain a feeling of normality during chemotherapy.

Chemotherapy-induced hair loss is widely recognised as one of the most traumatic side effects associated with cancer treatment. For many patients, hair loss can have a detrimental impact on their sense of identity – a visible sign that they have cancer. In fact, 8 per cent of female cancer patients say they would decline treatment for fear of hair loss, which remains a well-known side effect of many chemotherapy regimens, affecting approximately 65 per cent of individuals undergoing treatment.

Scalp cooling is proven to be effective in combatting this, explains Richard Paxman, CEO at Paxman, offering an innovative treatment that can prevent hair loss caused by certain chemotherapy drugs: "It can result in a high level of retention or in some cases completely preserve the hair for patients undergoing chemotherapy – a chance for them to retain their sense of self while encouraging a positive attitude towards treatment."

Scalp cooling is a well-accepted treatment throughout the world, with a history that dates back over 40 years. Now widely recognised as the most effective treatment for hair loss, the treatment can be used with all solid tumour cancers.

Today, Paxman's clinically proven cold cap system has helped over 100,000 cancer patients worldwide to retain their hair during chemotherapy – from the UK to the U.S. and across Europe, Asia and the Middle East. With close to 3,500 delivered systems to over 40 countries, Paxman has established itself as the leading player in its field.



"The Paxman Scalp Cooling System provides an alternative to hair loss during chemotherapy and a cost-effective system widely embraced by doctors, nurses and patients across the world," Richard adds.

The technology was developed when Sue Paxman lost her hair whilst receiving chemotherapy for breast cancer; her family shared her distress. Sue's husband, Glenn Paxman founded Paxman on the back of this experience and to this day it remains a close family business.

Richard said: "Knowing first-hand the effects that both cancer and its treatment can have on patients, friends and families, our business is much more than just a job. We aim to make a difference to people's lives by raising awareness about scalp cooling and establishing the cold cap as common practice for all patients undergoing treatment."

So how exactly does it work?

Chemotherapy works by using anti-cancer (cytotoxic) drugs to target and destroy all rapidly dividing cells in the body – helping to treat cancer, which is caused when abnormal cells in the body divide in an uncontrolled way. Hair, however, is the second fastest dividing cell, which is why it is also targeted by many chemotherapy drugs in the same way.

Richard explains: "The hair follicles in the growth phase are attacked, resulting in hair loss approximately two weeks following the start of chemotherapy treatment."

Cell division, however, is metabolism-driven, he adds, "A process that is decelerated by cooling; while a decrease in the metabolic activity of the cells in the hair follicle can cause a more general reduction in the cytotoxicity of chemotherapy

drugs that are localised to the scalp."

"This means that the damage caused to the hair follicle during chemotherapy can be alleviated using scalp cooling, which works by reducing the temperature of the scalp by a few degrees immediately before, during and after chemotherapy. Scalp cooling works," says Richard, "by reducing the blood flow to hair follicles which helps to prevent or minimise the hair loss."

It causes blood vessel vasoconstriction, which has been shown to reduce blood flow in the scalp to 20-40 per cent of the normal rate, resulting in less chemotherapeutic drug being delivered to the hair follicles. This means that the rate of drug diffusion is reduced and therefore lower effective drug doses enter the cells.

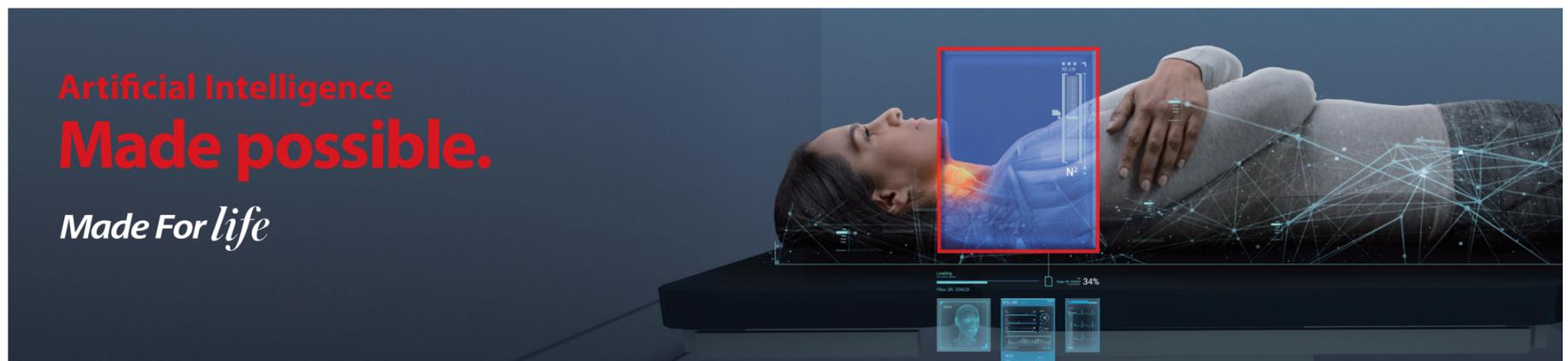
"Studies show that hair loss prevention is at its most effective when the scalp temperature is reduced below 22°C, to an optimum temperature of 19°C," Richard adds. "The Paxman cap has been scientifically tested and is specifically designed from lightweight silicone to help achieve this."

Made from lightweight silicone, the Paxman scalp cooling cap is soft and flexible - providing a snug, yet comfortable fit during treatment, moulding to all head shapes and sizes. Liquid coolant passes through the cap, extracting heat from the patient's scalp, ensuring it remains at an even, constant temperature to minimise hair loss.

The treatment can be used with all solid tumour cancers that are treated with chemotherapy drugs such as taxanes (e.g. docetaxel), alkylating agents (e.g. cyclophosphamide) and anthracyclines/DNA intercalating agents (e.g. doxorubicin).

For more info visit Paxman Scalp Cooling System in hall 2 stand D12.

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<https://global.medical.canon/> for more detail.

Visit us at booth **S1.C10**
Arab Health 2020

Eolisair displays indoor air quality systems

Article provided by Eolisair

EOLISAIR, a Middle East leader in indoor air quality treatment (IAQ), is exhibiting at the show. With the patient acuity on the rise, and many hospitals trying to extend the life of aging facilities through renovations and expansions, the risk of infection caused by the healthcare environment is an increasing concern for infection control professionals.

Studies at the British University in Dubai have shown that the effects of poor IAQ (Indoor Air Quality) in hospitals may lead to serious health issues, such as:

- Lung cancer
- Mesothelioma
- Legionnaire's disease
- Respiratory effects
- Ventilator-associated pneumonia
- Cardiovascular effects

Mainly, hospital-acquired infection (HAI) related pollutants, bacteria, microorganisms and viruses, are the main reflex of causing those risks. The Eolis Air Manager includes Antibacterial and Antiviral pre filters, in addition to HEPA or ULPA medical filters, which are especially designed to eliminate all types of the (HAI) causing bacteria, microorganisms and viruses.

"Our strategy over the next 5 years is to keep our efforts spreading awareness about indoor air quality. Indeed, we are planning to open new branches in the Middle East in order to continue to help professionals in all sectors, to provide an excellent indoor air quality," said Ludovic Labidurie, Managing Director, Eolisair.

The Eolis Air Manager device succeeded to prove its efficiency, according to the testimony of major healthcare institutions professionals in the UAE, as well as Eolisair users who were suffering from respiratory issues.



Dr. Ravi Gutta, the American board certified consultant, allergy and immunology chief at Mediclinic city hospital at DHCC in Dubai, says: "I've been recommending Eolis Air Manager to many of my patients as it has been certified and tested by air quality and air purifier certification laboratories and government bodies across the European Union".

Atheel Abdulllah, a 47 year old patient who has suffered from allergies since an early age, explains the results after choosing the Eolis Air

Manager: "Thankfully, I got to know Eolis Air Manager after consulting my doctor, which came with the highest results of indoor air quality that solved all my allergic related drawbacks. Now I'm able to breathe easier, whether at home or in the office, and I can finally sleep peacefully at night."

Changing the future of IAQ in the UAE and the Middle East

Speaking on behalf of the company, Labidurie commented, "We look forward to exhibiting our

products at Arab Health and to further educate the market around UAE and the Middle East, about the quality of air and how it can affect daily lives. Thanks to Dubai Municipality and their research, we have clear guidelines on what the air quality requirements are, and we will be showcasing how it can be achieved with our products".

Eolis Air Manager

The Eolis Air Manager, which is a joint R&D effort in partnership with AIRBUS Group, is reportedly the most professional air purifier to be produced in the world.

The advanced technology and unique anti-bacterial and anti-virucidal filtration systems consist of five different filters, eliminate all types of air pollutants including viruses, bacteria, mould, dust mites, particulate matter as well as all types of VOCs and have made the Eolis Air Manager ascend the scale of accuracy and efficiency for Indoor Air Quality treatment.

About Eolisair

Eolisair is a French company based in Dubai Science Park, which provides the most advanced innovative and professional Air Purifier technology tailored to all healthcare, hospitality, offices and educational sectors. The company's aim is to constantly work on the innovative solutions to effectively combat all indoor air pollution issues, and to provide users with high-quality air to protect their health.

Eolisair is the NateoSante's subsidiary for the Middle East Region. NateoSante is the French/European specialist in indoor air quality since 2007, dedicated to professional environments.

Visit Eolisair at booth Z2F03.

Medlab Middle East
By Informa Markets

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Providing reliable healthcare round-the-clock

By Deepa Narwani, Editor

“The healthcare of the future will be unique, convenient and on our own terms,” says Dr. Shamsheer Vayalil, Chairman & Managing Director, VPS Healthcare. In an interview with Daily Dose, the healthcare pioneer discusses the changing healthcare landscape in the region and how, as data becomes more extensive, providers such as VPS Healthcare will be able to use this information to enhance the overall patient experience.

VPS Healthcare has become one of the most dynamic healthcare companies in the region, spanning six countries, 24 hospitals, over 125 medical centers, more than 15,000 employees and one of the largest pharmaceutical U.S. Food and Drug Administration (USFDA)-certified manufacturing plants in the UAE.

Dr. Vayalil said: “As emerging markets achieve growth, there is a pressing need for them to build sustainable healthcare systems. World-class economies such as UAE need the best health services to cater to populations who potentially face increased lifestyle and wellness issues. In this new landscape, there is an urgent need for affordable and accessible services, without compromising on quality.”

Highlights from the interview:

Connectivity for better healthcare delivery is the theme of Arab Health 2020. What would you say is the current impact of connectivity on the delivery of healthcare?

With the increased use of technology and data, we are seeing the emergence of new trends that have the potential of changing the medical experiences for patients and providers. In this fast-paced, and increasingly connected world, on-demand is becoming a habit rather than a feature. The availability of reliable, efficient and affordable services will help strengthen trust in the healthcare system. As an example, the use of telemedicine technology, including teleradiology can allow doctors to engage with patients and provide services, irrespective of their geographic location. This not only reduces the need for in person services, but also drives efficiency across the medical ecosystem.

What different innovative products and solutions will you be bringing to the show?

We are planning to present a unique healthcare platform that combines a Software as a Service (SaaS) model and approach for critical services like electronic health records and revenue cycle management, among others. This pay-per-use service will reduce the financial and technical barrier of entry for many hospitals and clinics for these cost and resource-intensive services. Our purpose is to provide patients and providers access to reliable healthcare round-the-clock. We are confident that our solutions will help support an efficient and integrated delivery system that avoids unnecessary wastage of healthcare resources.

What, in your view, are the healthcare trends to watch out for in 2020?

The healthcare of the future will be unique, convenient and on our own terms. As data becomes more extensive, providers such as VPS Healthcare will be able to use this information to enhance the overall patient experience. These types of technologies offer safer, faster and more tailored treatments. They harness the power of



collective data for the individual, achieving a far greater degree of personalisation in medicine than has ever been possible before. Our challenge will be to make these innovations affordable and accessible.

Could you shed light on your future plans?

Earlier last year, LIFEPharma, VPS Healthcare’s pharmaceutical manufacturing facility in Jebel Ali, which is the country’s sole facility certified by the USFDA, signed a 10-year contract worth AED 200 million to produce a billion pills for export to North America. This represents an important milestone in the strategy to make the UAE a global hub for knowledge-based, sustainable and innovative industries. We believe that this is a stepping stone for us to produce complex therapeutics right here in the UAE for local and international markets.

State-of-the-art facility

VPS Healthcare will also soon be launching the 400-bed Burjeel Medical City (BMC) that is 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). It is being positioned to be a world leader in cancer genomics research and its translation into actionable clinical tests and for biomarker-driven drug development. The hospital 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 radiotherapy department. To complete the diagnostics, there are two advanced MRIs, with an intraoperative MRI that will be another unique system in BMC. This will facilitate minimal invasive stereotactic biopsies and ensure complete surgical removal of tumours.

To achieve these goals, the hospital is supported by advanced laboratory and diagnostic facilities. These include advanced molecular and genetic testing, Stem Cell preparation and therapy, apheresis and HLA matching.

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NUPCO is at the core of Kingdom's value healthcare services in-line with Saudi Vision 2030

Article provided by NUPCO

As KSA enters 2020, starting the new decade that will culminate in the realization of Saudi Vision 2030, the Kingdom's healthcare sector is undergoing a transformation which includes digitalization of procurement and logistics services.

Recognizing healthcare as one of the main focus areas of Saudi Vision 2030, the National Unified Procurement Company, NUPCO, is at the core of the overall healthcare reform program since it is meeting the objectives of Saudi Vision 2030 in order to:

- Improve the efficiency and effectiveness of the healthcare sector through the use of information technology and digital transformation
- Increase the efficient utilization of available resources
- Improve the infrastructure, facility management and safety standards in healthcare facilities
- Improve the quality of life and healthcare service provided to patients outside hospitals
- Improve quality and safety principles as well as skills of service providers.

One of NUPCO's most remarkable developments is in healthcare logistics services. After operating and managing the first warehouse for storing medication, medical equipment and supplies in 2015, in 2019 NUPCO reached 754 weekly access points from its central warehouses in Riyadh and the eastern province.

NUPCO continues to develop its logistics services in line with international standards, thereby supporting the healthcare sector and



NUPCO CEO Fahad bin Mohammed AlShebel

upgrading its services in the interest of the citizens of the Kingdom of Saudi Arabia.

Furthermore, keeping up with the latest technologies in serving patients and beneficiaries, NUPCO created the electronic prescription system called 'Wasfaty' now used by more than 15 thousand individuals. The company also issued more than 1.8 million electronic prescriptions through 1,626 commercial pharmacies. Never the less, NUPCO Marketplace is a business solution platform that offers online purchasing of medical products, officially launched in March 2019.

"We will continue to upgrade NUPCO's services as a national company cooperating with partners in the healthcare sector to transform the field of

medical supply services to meet the aspirations of the Kingdom's leaders to provide world class healthcare for citizens and residents," said NUPCO CEO Fahad bin Mohammed AlShebel.

Speaking about the multitude of achievements accomplished in 2019, the CEO went on to say: "We managed more than 116 tenders across the kingdom as well as awarding contracts worth 12 billion SAR, out of which contracts worth 3.4 billion SAR were awarded to local factories, thus successfully increasing the share of local content, and I am pleased to say that to date the numbers are rising."

NUPCO is the largest value-driven and centralized health care procurement, re-exporting, warehousing and distribution company for pharmaceuticals, medical equipment and supplies in the Kingdom of Saudi Arabia. NUPCO founded in 2008 and fully owned by Public Investment Fund, NUPCO aims to elevate the performance of the healthcare sector by strategically improving facilities in all public hospitals and medical centers in the Kingdom.

Supported by strong insights and a powerful global network, NUPCO empowers healthcare institutions to deliver exceptional, cost-effective care to everyone. Together with its partner customers and suppliers, NUPCO is advancing towards developing a new business model and a new approach to healthcare - all through the power of integrated technology and connectivity.

Through its focused and perceptive approach towards improving healthcare facilities and operations, with access at governmental level,

NUPCO is able to offer quality services to its customers, listening to their needs and assisting them in providing optimum sustainable healthcare products and facilities for all segments of the Saudi community.

As a part of the National Transformation Program (NTP) and aligned with the objectives of Vision 2030 to build an ambitious nation, a prosperous economy and a vibrant society, healthcare is prioritized by the government as a high potential sector that is expected to grow at a compound annual rate of 12.3 percent by 2020.

Health insurance is now mandatory in the Kingdom, a development that has opened up a tremendous number of widely ranging and highly and promising investment opportunities. Following up on this, the government is actively encouraging private sector involvement in the development of the healthcare infrastructure with the aim to increase efficiencies and reduce costs.

Through developing Public Private Partnership (PPP) models, the government aims to unlock value in the healthcare system and is fast-tracking healthcare reform with the objective of achieving a 35 percent increase in private sector contributions to total healthcare spending by the end of 2020.

In summary, NUPCO is at the forefront of localizing medical services and supplies, and is a key governmental entity dedicated to its role in ensuring the Kingdom provides its citizens and residents with sustainable world class healthcare.

Visit NUPCO at stand P.E10.



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New DXH SMO program introduced

It will help in making better and informed treatment decisions for health tourists.

Article provided by Dubai Health Authority (DHA)



To address the needs of patients traveling from outside Dubai and to provide them every necessary assistance required for their speedy recovery, Dubai Health Experience (DXH) has introduced a Second Medical Opinion (SMO) program. The initiative is designed to take that burden off of the patient's and his/her family's shoulders, in order to enable them to make the best and most informed decisions about the treatment.

Fast turnaround is one of the most attractive features of the program. The patients will be able to receive a second opinion from a team of multidisciplinary specialists and consultants in selected healthcare providers within two working days once the complete reports and existing

medical reports and diagnosis is provided. Furthermore, full confidentiality and peace of mind is guaranteed as the reports and medical records are only shared with the concerned specialist. The 7 Key specialties covered under the DXH SMO program are Gynaecology, Orthopaedics, IVF/Fertility related treatments, Cardiology, Neurology, Oncology and Urology.

Signing up is easy. To begin, the patient, insurance provider or a facilitator is required to set up an online account on the DXH.ae website and select one from the listed specialties. Following this, he/she must search for the preferred facility, which is a selected member.

After sharing the requested medical records and reports online, the patient must request a second medical opinion by completing the DXH-SMO request form. Once these steps are completed, the patient will be able to avail the second medical opinion report online.

Dr. Marwan Al Mulla, CEO of DHA's Health Regulation Sector, said: "Led by a vision to provide happy and healthy recovery experiences to our patients, this program was developed that offers medical opinion by multidisciplinary teams comprising of specialists and consultants.

Visit DHA at stand CC130.



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How can intelligent and personalized CT scanning ease radiology workflow?

Increasingly, hospitals are aiming for more than just precision, quality, and speed in radiology. They want to go one step further – a step the university hospitals of Erlangen and Navarra have now taken.

By Michael Meyer

Francisco Cubo was desperate: The 52-year-old Spaniard was diagnosed with cancer of the kidney and malignant lung nodules.

The real estate broker from Madrid sought out the best possible medical care and found the Clínica Universidad de Navarra. This clinic in Pamplona, northern Spain, is among the country's most prestigious referral hospitals for treatment of cancer and heart diseases.

His kidney cancer was successfully dealt with. But recently, new metastases have formed in his lungs, which are now being treated and checked regularly. The journey from Madrid is long, but for him, it's worth the effort.

At 10:30 a.m., the computed tomography (CT) scan is performed. By 11:20, Francisco has already received the good news: The metastases have not spread any further. The treatment in the test phase seems to be effective. "In a regular hospital, I would have waited a week for the result. That's an eternity when you're in fear of your life. Here, I get the result within 50 minutes. That's priceless," says Francisco.

Seeking quality and personalized treatment

Professional excellence combined with short waiting times and fast, personalized treatment

are the hallmarks of this university clinic, which attracts patients from all over Spain, other European countries and even Africa.

"To be able to work both rapidly and with high precision, we need the latest scanning technology," explains Gorka Bastarrika, MD, Head of Radiology. Since August, Bastarrika's radiology team has been using the new SOMATOM X.cite from Siemens Healthineers.

"Thanks to intelligent support from the new user concept myExam Companion as well as the automated capture of imaging and reconstruction settings, less experienced personnel can also carry out even the most complex scans quickly and accurately," says the radiology chief. He notes that especially with cardiology patients suffering from arrhythmias, arteriosclerosis, or high heart rates, it is now much easier to standardize settings through intelligent decision trees.

A new era in computed tomography

The new CT scanner also offers advantages for patients. The bigger gantry opening means larger and less mobile patients, or those attached to medical devices, can be positioned more easily, says radiology nurse Begoña Sara. For patient Francisco Cubo, the biggest benefit is that he can understand the breathing instructions without his

hearing aid. "The new visual color codes indicate when you must breathe in or hold your breath, which makes it much easier for me," he explains.

"SOMATOM X.cite is not just one of the most versatile devices on the market, but it is also the first to facilitate personalized, individualized scanning. As far as I'm concerned, this machine marks the beginning of a new era in computed tomography," says Bastarrika.

Matthias May, MD, Assistant Professor at the radiology department of University Hospital Erlangen, Germany, which also took part in the SOMATOM X.cite pilot study, agrees: "The scanner is definitely the first step toward personalized radiology."

"By using the predefined decision-making criteria, even less experienced staff are able to scan rapidly with the optimal image quality, X-ray dose, and contrast medium dose," says the radiologist. This, he believes, is the upcoming trend in CT imaging. "We envision a future where you won't need to be an expert to operate a CT scanner. This will be crucial not only in regions lacking a radiologist, but even here in our hospital. For instance, if less experienced personnel find themselves in stressful emergency situations or alone during their night shift."

Huge time savings in positioning

On her tablet, radiology technologist Laura Schwarzfaerber clicks through the simple questions that drive the decision criteria of myExam Companion together with the patient input.

Automated algorithms read the patient's ECG and feed it directly into the user system, which calculates the appropriate protocols and doses of radiation adjusted for ECG data, weight, size, and age. Schwarzfaerber stands beside the patient, who is already lying on the scanner table. The automated positioning program, supported by a 3D camera, places the patient in the optimal position. "We save time at this stage, since the steps had to be done manually before," says Schwarzfaerber.

With the advanced tablet functionalities, she can now remain at the patient's side even longer – "and that makes them much more calm and relaxed, which also assists our scanning process."

The statements by Siemens Healthineers customers described herein are based on results that were achieved in the customer's unique setting. Since there is no "typical" hospital and many variables exist (e.g., hospital size, case mix, level of IT adoption) there can be no guarantee that other customers will achieve the same results

Visit Siemens at stands S1.F01, S1.D10.

Ascom unlocks the power of data to heal

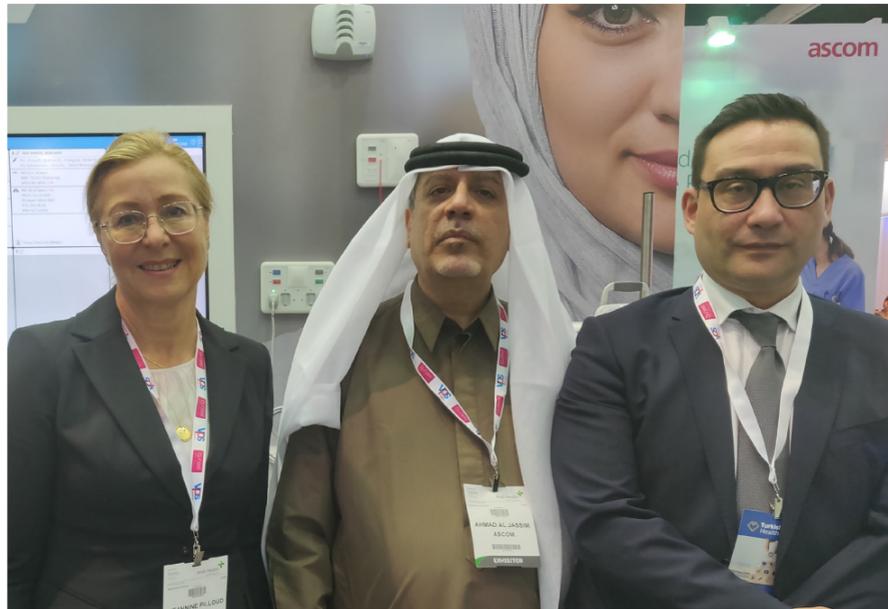
By Deepa Narwani, Editor

In today's dynamic and constantly evolving healthcare environment, hospitals are facing a number of challenges on how to achieve efficiency. Critical communication plays a key role here as the hospital staff can share the right information, at the right time, to the right person. This also involves saving crucial time for the staff and enables them to take better care of patients.

Francis Schmeer, Chief Sales and Marketing Officer, Ascom, told *Daily Dose*: "Trending topics such as Artificial Intelligence (AI) are based on data analysis and what we see in many of the hospitals is that hospital information systems, medical devices, nursing systems and all the information systems are either clinical or administrative in a hospital, and are often built in silos and are not connected. If they are not connected, data doesn't flow into systems such as AI."

He explained that AI will work only if there are platforms through which the innovation can be delivered on. "We are offering the prerequisites or the infrastructure that can support the use of AI. Our solutions allow for this connectivity and once you have the data you can drive it to the AI engine that then delivers a more holistic population wide type of information. This then allows for greater efficiency."

Ascom works with data on two levels. One is making sure what the data says happens at the right time for the right person, but the company also sets up that database and allows AI to work with the database. "We are the last inch to the patient, because all the data (which can be about 3,000 datapoints per patient) is accessed by us. We use that to help nurses and doctors so that they can provide immediate and better care. We also help it do population trends, and to



Jeannine Pilloud, Ahmad Al Jassim and Francis Schmeer

improve overall hospital performance," Schmeer highlighted.

Ahmad Al Jassim, Managing Director, Ascom, added: "Data is important, especially in the Middle East, because of insurance. God forbid if anything happens, the insurance companies will need data to substantiate any case – data for insurance, data for healing"

One of the areas where the company is innovating is in by bringing all the alerts and data from restricted areas such as the ICU and the OR into mobiles and big screens. "This gives a second line of support to give to doctors," said Al Jassim.

"Ascom is becoming an important player in this area. We have just won the second largest deal in clinical solutions to integrate our products with ICU and OR theatres."

While Jeannine Pilloud, Chief Executive Office, Ascom, shared: "At Arab Health, we are showcasing our integrated solutions portfolio on our booth. We are showing customers the different entry points where they can start their digitalisation process. We have a wide portfolio of solutions and services that is giving us the opportunity to help and support in several ways. I am very interested to see and hear from our customers, about how the

"We are the last inch to the patient, because all the data (which can be about 3,000 datapoints per patient) is accessed by us. We use that to help nurses and doctors so that they can provide better care."

solutions work for them and what their potential future needs are. This is important for us to plan our R&D sector."

According to Pilloud the UAE is a strategic market for the company, as it is developing very fast and is always ready to implement complex solutions. Schmeer concluded: "The UAE is an important market for growth and development, but we also learn from here. Our global roadmap is informed by what happens here, so it's a very symbiotic relationship."

Visit Ascom at stand S3.E50.



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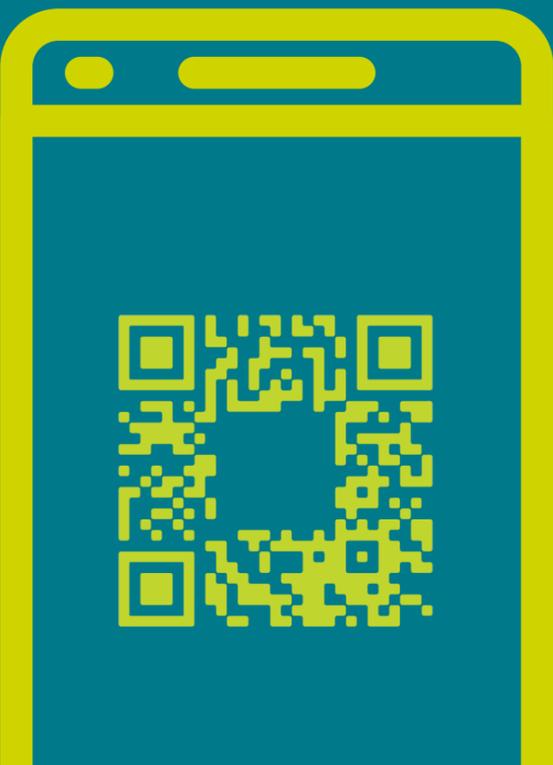


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UAE innovation leading to longer, healthier lives

Providers in the Middle East have ‘incredible opportunity’ to contribute to evolution of global healthcare ecosystem

Article provided by Cleveland Clinic

Communities around the world are facing growing pressure to rethink how their healthcare needs are met, and providers in the Middle East have an ‘incredible opportunity’ to contribute to the discussion, according to experts at Cleveland Clinic Abu Dhabi, part of the Mubadala network.

Healthcare systems in developing and mature markets are grappling with the difficulties in providing patients with access to high quality, safe and innovative care, and coordinating that care across increasingly complex systems, including tertiary care, and quaternary care.

Thousands of physicians and healthcare organizations are due to arrive in the UAE for the Arab Health Exhibition this week, providing a vital opportunity to assess those challenges and demonstrate examples of UAE innovation.

Dr. Rakesh Suri, CEO of Cleveland Clinic Abu Dhabi, explains: “Increasingly, we assess healthcare as a continuous spectrum across an individual’s lifetime. We work with health authorities and partners to put in place systems that keep people healthier for longer and facilitate early diagnosis, with a focus on connecting patients to the appropriate provider for the right treatment. We want to ensure that everyone has access to the healthcare they need, when they need it.”

“The work being done in the UAE on these areas has the potential to help shape the future of

healthcare systems not just in the Middle East, but globally,” he added.

One of the key areas where facilities in the region are moving ahead lies in facilitating coordination of care. Integrating care between medical facilities requires a shift to a single electronic medical record system, inter-facility consultations, and real-time patient monitoring. All Cleveland Clinic facilities have a single, integrated medical records system, allowing care teams to gain a clear understanding of a patient’s medical history across all our international locations.

Patients also benefit when multidisciplinary teams meet and consult with their colleagues through video-conferencing and collaborative technology. Such collaboration allows teams of physicians to discuss complex cases, adding another layer of expert evaluation when deciding on how to proceed with treatment.

The application of Artificial Intelligence (AI) in healthcare also offers significant potential for development. Healthcare providers are increasingly exploring novel ways to improve the care delivery process to offer a seamless patient experience and diagnose and treat diseases while being cost-effective and easing pressure on stretched resources.

Cleveland Clinic Abu Dhabi has embraced numerous applications of AI, including building AI into its Virtual Assistant, which enables

patients to eCheck-in, family management, and direct scheduling, learning and adopting to their requests, improving access to care.

Minimally invasive mitral valve surgery is another key medical innovation that is set to expand in 2020. In 2019, Cleveland Clinic Abu Dhabi performed this innovative new procedure on two Emirati national patients, reflecting the fast pace of development of the nation’s healthcare sector.

More resources will be allocated for genomics and gene therapy to offer advanced and tailored treatment strategies for patient, especially in the fields of oncology, pharmacology, ophthalmology and undiagnosed diseases.

Cleveland Clinic has a longstanding association with Arab Health, providing Continuing Medical Education accreditation for the annual event’s conference sessions. This involves independently verifying the conference content is accurate, unbiased and up to date, and that it adheres to all relevant international professional and ethical standards.

Leading physicians and healthcare management experts from Cleveland Clinic in the UAE, United States, Canada and its upcoming London hospital will be sharing their vision of healthcare excellence and advances in treatments at the show.

Visit Cleveland Clinic at stand H5.A10.



Endocyto: Beyond Imagination

Article provided by Olympus

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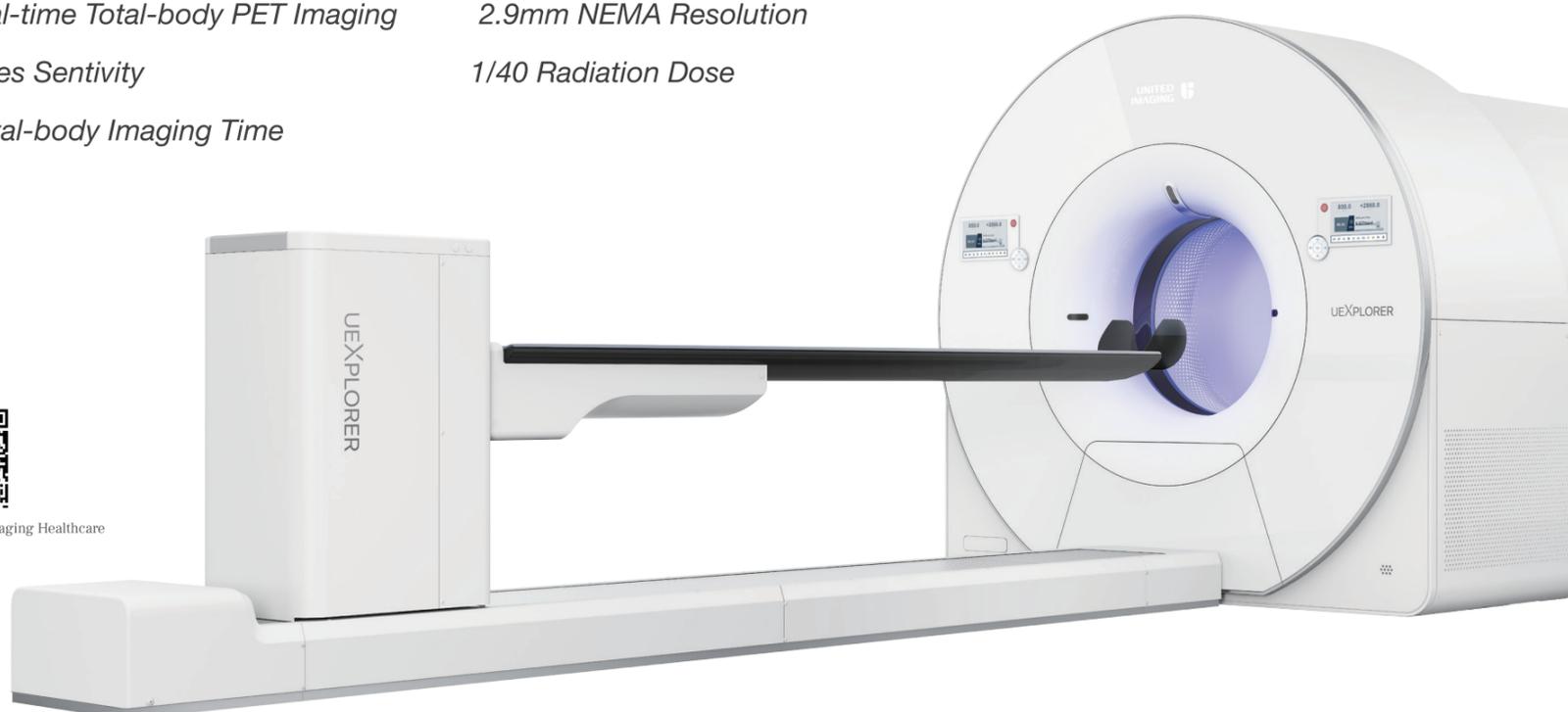
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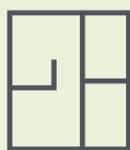
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PFRC: Partner in parenthood

By Deepa Narwani, Editor

When it comes to In Vitro Fertilisation (IVF), couples often have to fight an immense battle – both with the society as well as with themselves. Hoping to give peace of mind to those looking for the joy of parenthood is Prashanth Fertility Research Centre (PFRC), based in Chennai, India. The hospital started 23 years ago and is headed by chairperson Dr. C. Geetha Haripriya, an expert gynecologist and senior fertility consultant. The hospital has, in fact, helped a 62-year-old woman deliver a baby, says Joe, Chief Executive Officer, International HR and Operations, Prashanth Fertility Research Center, Chennai, India.

He tells *Daily Dose*: “Most hospitals perform IVF with Intra Cytoplasmic Sperm Injection (ICSI). But we use an advanced technology known as the Intra Cytoplasmic Morphologically Selected Sperm Injection (IMSI), laser-assisted hatching. If we receive a patient who is 40 years old and wants to conceive, we can assist them in the process.”

The success rate of IVF with the ICSI process, globally, is about 35-40%, on average, Joe highlights. But, in the case of IMSI, the success rate goes up to 75-80%. IMSI is a computer-assisted laser- technique and is safe. It zooms 7000x times into the sperm and selects the best from that. “This success rate and the quality of service we provide as well as the knowledge of our doctors have made us the number one facility in Chennai, ranked by the Times of India, for the last 4 consecutive years. We are able to deliver good results; in some months we are able to deliver 100% also!” he shared.

The age group of women that opt for IVF usually starts from the age of 28, says Joe. “However, they may not be a primary IVF patient



Joe with his team at the show

because they may not have tried or may have gotten married late,” he explains. “There are also some young women who got married at the age of 20 or 21 and are not able to conceive till the age of 27-28, and they could potentially be candidates for IVF. But before that, we advise them to take some medications.” The duration of the process varies from person to person and the centre can complete it in between 28 to 60 days.

The centre offers a complete range of treatments for infertility as well as perform both

the sperm and egg donor program. However, surrogacy is not allowed for international patients.

The hospital’s international patient program is reputed, and the institute receives a number of couples travelling from across the globe.

Joe says: “We get a lot of patients from the Middle East and Africa and have received good feedback from them. Our hospitality starts from airport pick-up and everything is taken care of by the guest relations team. Plus, the couples can also make the most of the tourist activities offered

in India.” They can also enjoy the medical tourism benefits India has to offer.

When it comes to IVF, Joe explains that the centre works on three different levels. The first is the stress level of the patient, which is caused by society, family or even themselves. The second is the moral and ethical part, which refers to how society supports them.

“As a hospital, we have the moral responsibility to take care of the patient with proper counselling and providing transparency in treatment. Then there is the facility available in the hospital, which includes infrastructure. Some of the issues would be accommodation, language, etc., for that, we have a one-stop-shop with our guest relations team. We don’t usually give couples hospital rooms and want them to stay outside in a fully furnished rental house so that they have a homely feel and try to give them a comfort zone, which is important for IVF. We have translators in any language both on and off-site,” he emphasizes.

The centre’s basic package costs a nominal US\$4,500, which includes registration, scans, follicular studies, hormone injection of single dosage, egg collection, embryo transfer, ICSI and pregnancy test. The add-ons are also available in case patients want laparoscopy, IMSI etc.

“Quality is very important because, at the end of the day, the output is the baby. It is a joy to be in this profession when we see the happiness in the faces of couples who become parents after a long wait of sometimes maybe 20 years. This is indeed a very thrilling, exciting experience,” he concludes.

Visit Prashanth Fertility Research Centre at stand P.D01.



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BR Pharmaceuticals	H2.E70
Brandon Medical	H2.D31
Brenmoor Ltd	H2.D30
Crest Medical Ltd	H2.D58
Delta Medical International	H2.D34
Department for International Trade	H2.D15
EMB Ltd (Midlands Engine)	H2.D19
Flamingo Pharma	H2.D38
GCE Ltd	H2.C02
HGF Limited	H2.D32
Immersive Reality (Experia)	H2.D10
Joerns Healthcare	H2.D75
Leeds City Region (LEP)	H2.D54
Life on Healthcare Ltd	H2.D53
Medilink North of England	H2.D53(A)

Medilink UK	H2.C01
Molmart Diagnostic Genomics	H2.D72
Northern Powerhouse	H2.D18
Nutrivity	H2.D35
Paxman	H2.D12
PB & T Project	H2.D70
Pioneer Healthcare Group	H2.D39
Precision UK Ltd	H2.D59
Primasil Silicones Ltd	H2.D01
Principle Healthcare International	H2.D52
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Primal Health puts the spotlight on PROTEKTIN42

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 \$544BB USD. From learning deficits in children to increased incidence in stroke, some cancers, pneumonias and other diseases in adults, dental disease has become a public health crisis. Dental disease increases in prevalence with age and is accelerated by high blood pressure medication and statins. Primal Health LLC, a Minnesota start-up is taking a completely new approach to address the root cause of these oral diseases - oral dysbiosis.

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, halitosis, gingivitis, periodontal disease, oral thrush, and stomatitis. Stress, tobacco smoking, 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.

PROTEKTIN42 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 stimulate the activity of protein catabolic pathways in selective bacteria to create alkalinizing microenvironments in the oral cavity. PROTEKTIN42 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 currently offers PROTEKTIN42 powder as a drinking water additive for daily use and complements traditional dental hygiene

routines. It is recommended for use in patients at risk of developing dental disease, or who are disabled or are unable to perform routine dental hygiene.

In clinical studies, PROTEKTIN42-fortified water was shown to significantly reduce halitosis in eight weeks in patients with late stage periodontal disease. Moreover, case studies showed the ability of daily PROTEKTIN42-fortified water to treat dental abscess.

Microbiome studies showed a 32% reduction in Porphyromonas gingivalis and a 19.2% reduction in Moraxella levels in 5 days in recipients receiving PROTEKTIN42-fortified water. Finally, PROTEKTIN42-fortified water recipients had significantly less plaque and tartar compared to non-fortified water recipients in 30 days.

Primal Health, LLC was founded by Dr. Emily Stein, PhD, after witnessing the life-threatening cardiovascular event experienced by her arthritic grandmother in assisted living 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.

Visit Primal Health at Booth # H1.G19.

Department of Health – Abu Dhabi unveils innovative projects

Department of Health - Abu Dhabi (DoH), the regulator of the healthcare sector in the Emirate of Abu Dhabi, revealed digital-driven health initiatives and projects aimed at using big data to further enhance the healthcare quality, at the show.

DoH will be unveiling cutting-edge projects that will undoubtedly revolutionise the future of healthcare in the Emirate. This reveal includes innovative initiatives in digital medicine that have been designed in collaboration between DoH and key partners including Abu Dhabi Digital Authority, Saal.ai, and Etisalat.

During the four-day event, DoH will host digital talks, panel discussions and Artificial Intelligence (AI) lab sessions, dedicated to developing healthcare solutions through emerging technologies including Blockchain, genomics, predictive analytics and the Internet of Medical Things (IoMT). These sessions will shed light on a myriad of topics including digital health and personalized medicine.

H.E. Abdullah bin Mohammed Al Hamed, Chairman of Department of Health Abu Dhabi said: "Our projects represent a concrete step in positioning Abu Dhabi as a global leader in digital health by 2030, in line with the Ghadan 21 agenda and the broader vision of the Abu Dhabi Government. The healthcare sector is increasingly driven by innovation and the adoption of emerging technologies, such as AI, that have had a proven

"Our projects represent a concrete step in positioning Abu Dhabi as a global leader in digital health by 2030"

track record in improving the quality of healthcare. We are confident that our digital-driven health initiatives will similarly have an impact on the quality of our healthcare outcomes."

"Being part of this global gathering will allow us to share ideas and collaborate with other partners who are exploring ways to leverage AI effective ecosystem engagement in regards to skills, expertise, and big data in the digital health sphere. We look forward to engaging with our partners, along with professionals and experts who have a successful track record in the digital health realm," Al Hamed added.

As the regulator of the healthcare sector in the Emirate, DoH continues to set the stage for a future driven by healthcare technology, innovation and AI, with the aim of enhancing the quality of the healthcare sector in Abu Dhabi.

Visit DoH at stand H5.B10

Wandercraft highlights walking robotics tech

Article provided by Wandercraft

Founded in 2012, Wandercraft is a French company that has pioneered realistic and autonomous walking exoskeletons. Wandercraft's team works at the cutting-edge of walking robotics, in partnership with leading medical teams and dynamic robotics laboratories in both Europe and USA. In France, Wandercraft works alongside the Kerpape CMRRF and the Centre HOPALE-Jacques Calvé on exoskeleton development, as well as with the Pionsat CMPR 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.

The team is leading the field in dynamic walking algorithms, artificial intelligence and walking robotics technology. The development of a personal exoskeleton is also underway with the aim, within a few years, of improving the mobility of millions of people with reduced mobility.

Walking exoskeletons are robotic legs that fit the morphology of the lower limbs and pelvis of patients with locomotor impairment. They allow people with complete paraplegia to stand up and walk during rehabilitation exercises.



Improving treatments for walking impaired people

The Atalante exoskeleton allows people with severe walking impairment to stand up and walk during rehabilitation exercises, without crutches, while facilitating the work of health professionals in the establishments in which it is available.

"With a physio, the patient moves as he or she can. With Wandercraft exoskeleton, they adopt the right walking pattern, which allows the right information to be sent to the brain," says Julie Daniel, rehabilitation officer at Kerpape.

Atalante is designed to enable intensive motor work, the enhancement of neuroplasticity, and a strong commitment of the patient.

Current innovations

Wandercraft has developed the second generation of exoskeletons, which self-balance without crutches. Capable of walking hands-free and in a realistic manner, they allow us to envisage intensive treatments with the benefits of a realistic posture and locomotion.

Visit Wandercraft at booth Z2L15.



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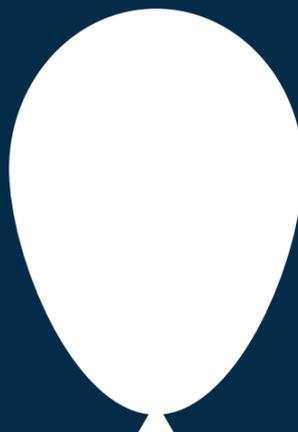
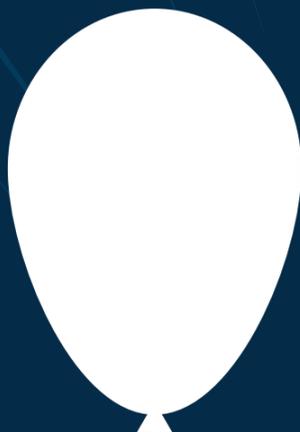
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Surgical simulation has the potential to deliver miracles

By Deepa Narwani, Editor

Yesterday, surgeons from Evelina London, part of Guy's and St Thomas' NHS Foundation Trust, conducted a surgical simulation that drew a crowd of curious onlookers. It involved highlighting complex heart surgery, which hopes to give the best possible chance of survival to children diagnosed with heart problems, including congenital heart disease.

Rory Mannion, Commercial Business Development Manager, Evelina Children's Hospital told Daily Dose: "We wanted to perform the surgical simulation with two consultants, a cardiologist and a cardiac surgeon and show the visitors more about how these two colleagues work together to deliver the best patient journey. We also wanted to talk about one of our core areas, which is advanced cardiac imaging. We have a very long history of pioneering new techniques in the UK and internationally. At the moment, we are the only centre in the world to offer motion corrected 3D morphological fetal MRI."

He further explained that the reason to do the simulation with a cardiac surgeon and a cardiologist was that imaging techniques and antenatal imaging techniques such as 3D MRI allow the team to diagnose congenital heart defects before the child is delivered. This is really helpful in terms of planning surgery. "They allow us to use 3D printing



Andrew Jackson, British Consul General to Dubai with surgeons Caner Salih and Owen Miller

and have 3D printed hearts, which we also had for the simulation," he said. "This is to visualize and plan the best surgery possible. Visually it is so impressive. When someone can look at something in 3D it makes a massive difference."

The simulation also addressed how risky and difficult these surgeries are and how the hospital achieves some of the very best outcomes in the world. Typically, worldwide, there can be a mortality rate of 15 to 20 per cent for some of the most complex procedures – but Evelina London's

outcomes are significantly below this.

"The antenatal pathway is exceptional about the Evelina in London. We are a children's hospital but also part of Guy's and St Thomas' and are co-located with women's services. If a woman comes forward, we can assist them with conception, we can do the antenatal diagnostics including fetal diagnostics. If there is an issue identified in the womb, then we can work to deliver in St Thomas' and transfer the newborn to the NICU at the same site," said cardiologist Owen Miller.

At the simulation, the consultant's highlighted two patient stories. One of the child's name is Evelina dedicated to the hospital by her parents, for saving her life. Images were shown of her meeting the hospital's patron HRH Catherine, Duchess of Cambridge. The other patient was Abdul Rahman from Kuwait.

"The mother came to us when she had a fetal diagnosis and was told to seek treatment. She delivered prematurely at St Thomas'. Abdul Rahman spent the first six months of his life at the Evelina. He is an amazing case because he had a hypoplastic left heart syndrome, which means that he was born without half a heart. He also had an incredibly complex lung condition. That meant doing the surgery and getting him fit for the surgery very difficult. He is really a miracle patient. Today, he is such a healthy, happy, laughing, curious lad," the surgeons said.

Surgeon Caner Salih concluded: "We are proud to work with this world leading solution that has been instrumental in saving young lives. Our unit diagnoses around 200 major heart abnormalities in babies before birth each year. As well as detecting problems with the way the heart has formed, we can detect abnormal heart rhythms and problems with the heart function, working together to give them the best possible chance of survival."





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SUCCESS STORIES & NETWORKING

5:30 – 7:30PM

AFTER ARAB HEALTH

