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Arab Health
By Informa Markets

Daily Dose

Day 4, Thursday 30 January 2020

The official daily newspaper of the Arab Health Exhibition

Medlab Middle East, your dedicated medical laboratory show, coming next week

By Daily Dose Staff



Medlab Middle East is all set to showcase cutting-edge laboratory medicine solutions and takes place next week, from 3-6 February 2020 at the Dubai World Trade Centre. The expo will welcome more than 600 exhibitors from 35+ countries and over 25,800 attendees will attend the 19th edition of the MENA region's largest medical laboratory exhibition and congress.

According to research by Wise Guy Research Consultants, the value of the Middle East & Africa (MEA) clinical services market will reach over US\$14 billion by 2023 with technological advances one of the key drivers pushing market growth. Medlab Middle East has a central theme of 'Transforming tomorrow's diagnostics', underscoring the role of innovative technological advances in the development of laboratory medicine in the region.

The four-day show, which is organised by Informa Markets, will introduce the Transformation Hub, a dedicated zone showcasing advanced clinical laboratory products by industry leaders committed to transforming diagnostics and advancing healthcare.

In addition to the Transformation Hub, Medlab

Middle East will also host a series of free-to-attend workshops, hosted by the National Reference Laboratory (NRL) and Bio-Rad, where a hands-on approach to learning and knowledge-sharing on new product offerings, technology and best practice will take place. Workshops include *Transfusion*

and blood typing challenges; *Laboratory quality management system, the best of CLSI and Laboratory accreditation, CAP updates,*

Medlab Middle East also offers an educational agenda for clinical laboratory specialists to enhance their skill sets to inspire and provide advanced medical laboratory techniques for better health. More than 4,500 conference delegates will have the opportunity to hear from 120 speakers from around the world, across 12 CME accredited conferences.

The 2020 edition of the show will see the introduction of four new conference tracks including Blood Transfusion Medicine, Laboratory innovation, Digital Pathology and the Roundtable Discussions, which will feature focused scientific group discussions on selected administration and technical topics in the medical laboratory.

DHA launches Bushra

Article provided by Dubai Health Authority (DHA)

The Dubai Health Authority (DHA) launched Bushra, an all-in-one IT solution for reproductive medicine at Arab Health. His Excellency Humaid Al Qutami, Director General of the DHA launched the service, which provides clinicians, clinical scientists and other experts in fertility centers with perfect quality assurance and documentation of therapies.

Continued on page 2



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DEPARTMENT OF HEALTH

THE FIRST HEALTH INFORMATION EXCHANGE IN THE MIDDLE EAST




Visit us and preview the Malaffi patient app

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

Continued from page 1

With this new service, patients and visitors to the center will be able to obtain data and information about their IVF treatment in a safe and confidential manner.

Bushra enables the collection of all data relevant to diagnostics and therapy such as findings, diagnoses, treatment process, treatment results and documented correspondence, so that they can be retrieved paperlessly from anywhere.

Commenting on the launch, His Excellency Humaid Al Qutami commended the role of the Dubai Fertility Center in giving hope to married couples who dream of having a family by providing quality services that treat all forms of infertility.

Al Qutami added that the Dubai Fertility Center has become locally and internationally renowned due to its experienced specialists and state-of-the-art equipment.

Hana Tahtawa, the Director of the Dubai Fertility Center explained that Bushra allows immediate access to all patient files to allow the organization of administrative tasks and processes intelligently.

"This includes a perfect cryo-management system including consistent documentation of information and sensitive data as well as a quick and uncomplicated execution of communication tasks such as medical reports, diagnostic reports etc... this will help expedite the registration of appointments and manage waiting lists more efficiently," she concluded.

Arab Health visitors are welcome to visit the authority's stand to learn about the latest health services adopted by the DHA.

Visit DHA at stand CC130.

Investment sentiment in GCC healthcare sector remains strong as market value reaches US\$70 Billion

The healthcare investment landscape in the Gulf Cooperation Council (GCC) region was the main focus for the inaugural Healthcare Investment Forum, which took place yesterday. With the healthcare market in the GCC estimated to be worth US\$70 billion, and expected to grow at a compound annual growth rate (CAGR) of 5 per cent, healthcare continues to provide strong value opportunities for investors.

Conversation at the forum focused on the drivers of change in healthcare investing in the region and offered a platform for discussion on what the future holds for the healthcare investment landscape in the Middle East.

Speaking during yesterday morning's session, Jad Bitar, Managing Partner and Director, BCG, Dubai, UAE, said: "Although there is enormous room for growth, the GCC is only spending around half of what mature markets spend on healthcare. As such, there are several factors creating investible opportunities in healthcare in the region, including underperforming systems and players; shifts in strategic focus such as disease burden and geographic footprint; the outsourcing of operations such as manufacturing and supply chain; as well as capacity build through digitisation and value-based healthcare and the current state of fragmentation in service provision."

Over the course of the Healthcare Investment Forum, attendees were also given an overview of both local and global experiences in investing in healthcare technologies and innovative startup companies. General Manager of International Business at Jawbone Health, Bandar Antabi,



shared the companies insights into investing in healthcare tech from a global perspective, while Dr Ihsan Almarzooqi, Managing Director of Glucare in Dubai, highlighted local learnings and experiences in the market.

In a recent report by Informa Markets, organiser of Arab Health, titled *Voice of the Healthcare Industry Market Outlook*, respondents shared their experience regarding investment opportunities in the healthcare market in the GCC. The UAE and Saudi Arabia remain the strongest markets in the GCC, both in terms of current performance and in participants' expressed level of attractiveness for the next two years. The overall outlook of the survey was positive for 2020 globally, with 79.3 percent of respondents expecting an increase in revenue compared to 2019, and 15.4 percent

expecting a stable performance.

Paul McGrade, former EU policy adviser to two British Prime Ministers and now Senior Counsel at Lexington Communications, one of the UK's leading strategic consultancies, said: "With Brexit imminent, the UK will be putting increasing effort and resources into growing trade globally, and the Middle East will be an important part of that. The region's demand for world-class healthcare, and historic links to the UK market, make this a priority sector for growing UK trade."

Delegates will return to the Healthcare Investment Forum today to hear about private equity investment strategies and cross border collaboration, as well as developing a venture capital (VC) funding strategy around how to deploy funding capital in order to maximise the returns on investment.

"Generosity of spirit" to support growing availability of transplants

Article provided by Cleveland Clinic

Changing attitudes towards organ donation in the UAE will enable more patients to benefit from life-changing operations in 2020, according to senior physicians at the UAE's first and only multi-organ transplant center at the show.

Cleveland Clinic Abu Dhabi, part of the Mubadala healthcare network, has performed 74 transplant operations since conducting its first procedure in 2017. This has included heart, lung, liver transplants and kidney transplants.

During the 'Year of Tolerance' in 2019, a growing number of residents indicated their willingness to donate organs in the event of their death, to help other people suffering from serious illnesses.

"As people see the positive impact that organ transplants have had on the health of the community, attitudes towards donation have shifted significantly. This generosity of spirit has helped supported the growth of the nationwide organ donation program," says Dr. Bashir Sankari, chief of the Surgical Subspecialties Institute at Cleveland Clinic Abu Dhabi.

In the two years since performing its first heart transplant operation, Cleveland Clinic Abu Dhabi has now performed 39 kidney transplants, 23 liver transplants, seven heart transplants and five lung transplants.



The team's expertise has enabled them to perform multiple transplant operations in a single week, ensuring that patients can receive the surgery they urgently required as soon as a viable organ becomes available.

"Each organ transplant is a very significant

operation, involving a wide range of caregivers at Cleveland Clinic Abu Dhabi and other partner hospitals in the UAE, as well as health authorities, transport services and a number of other key actors," explains Dr. Sankari. "That we are now able to conduct multiple operations in the space of a

week, using the organs of one or multiple donors, is a positive measure of how far the program has come in recent years."

The majority of kidney and liver transplants performed at Cleveland Clinic Abu Dhabi are from living-related donors.

Since 2017, 23 kidneys have been donated by living relatives as well as 11 living related donation, transforming the lives of the recipients without the need to wait for a deceased donor organ to become available.

However, despite growing numbers of registered organ donors, the demand for organ transplant in Abu Dhabi is even higher.

Cleveland Clinic Abu Dhabi continues to work closely with the Ministry of Health and Prevention and the Abu Dhabi Department of Health to support the UAE's organ donation register. There are a number of initiatives in development for 2020 to help raise awareness of the importance of organ donation.

Cleveland Clinic Abu Dhabi is the UAE's only multi-organ transplant center. Before patients enter the transplant program, they work with transplant coordinators, dieticians, social workers and psychologists to ensure they are ready for their surgeries.

Visit Cleveland Clinic at H5.A10.

Today at a glance

Arab Health 2020 Congress

Conference	Room	Location	Start	Finish
Total Radiology	Grand Ballroom	Conrad Dubai	09:00	17:00
Obs & Gyne	The Ballroom	Conrad Dubai	08:30	16:30
Orthopaedics	Dubai D	DWTC	08:30	16:30
Surgery	Umm Al Quwain	DWTC	08:25	18:00
Anaesthesia and Pain Management	Ajman D	DWTC	09:00	17:40
Diabetes	Al Ain J & K	DWTC	08:20	16:15
Healthcare Investment Forum	Al Ain F	DWTC	10:00	12:45
Physical Medicine, Rehabilitation and Sports Medicine	Ras Al Khaimah	DWTC	08:20	16:45
Quality Management	Abu Dhabi B	DWTC	09:00	17:30
Healthcare Infrastructure Forum	Pavilion Hall	DWTC	10:30	14:30



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 eight pitches a day, for eight 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:** Idea to Impact: the key steps in building a successful venture, Dr Malik Majmudar, Cardiologist, Medical Officer, Amazon, Seattle, USA

Pitches - 11:30am to 13:30pm

- Ampersand Health** - The first scientifically validated digital therapy for long term inflammatory conditions
- Clinical Science Systems** – NeuroCenter EEG: AI based prediction of neurological outcome in the ICU
- Made of Genes** - Made of Genes is the first service in the market to go beyond genomics by combining genetic testing with metabolic analysis to provide 100% actionable wellness and prevention insights based not only on who you are but also how you are
- Noul** - Realizing the potential of AI analysis in diagnostics
- Prognica** - AI powered health-tech company aiming to improve clinical outcomes and accelerate the discovery of breakthrough advancements in the fight against breast cancer
- OKDOK** - Tele-medicine App that enables remote diagnostic/consultations for health and wellbeing
- UDX - UDX** is developing a cancer platform consisting of a set of minimally invasive, blood-based solutions for detecting cancer early when treatment options are more plentiful
- VRapeutic** - Development of therapeutic solutions using AI-enabled virtual reality, with a current focus on learning difficulties and developmental disorders

Innovation committee

- Abdelhamid Suboh**, Partner, Healthcare and Life Sciences ME Leader, Deloitte, UAE
- Daniel Amir Raduan**, Digital Business Transformation Head – MENA Region, Novartis, Dubai, UAE
- Saqr AlHemeiri**, Chief Innovation Officer, Ministry of Health and Prevention, Abu Dhabi, UAE
- Supreet Singh Manchanda**, Managing General Partner, Raiven Capital, San Francisco, California, USA

14:30 The final pitch off

The best of each day come back for one final pitch

Final members of the innovation committee:

- Hasan Al Nowais, Acting Head of Mubadala Healthcare, Abu Dhabi, UAE
- Hazem Abu Khalaf, Managing Director, Private Equity, Gulf Capital, Dubai, UAE
- Ugo Mosanya, Head of Strategy & Business Development, Solutions CoE and HTS Consulting, Philips Middle East & Turkey, Dubai, UAE
- Tristan de Boysson, CEO, Amanat Holding, Dubai, UAE

15:30 Winner of the Innov8 Talks announced

16:00 Close of conference



Malaffi, helping create a healthier Abu Dhabi for current and future generations

Article provided by Malaffi

In the region, the future of healthcare is evolving with the introduction of intelligent technologies. With this, there has been a substantial shift towards prevention, personalisation and precision. The UAE, often seen as an incubator for innovation in the region, has witnessed an influx of technology within the healthcare sector which has contributed to the world-class care available to the population. With this in mind, a Public Private Partnership between the Department of Health - Abu Dhabi (DoH) and Injazat Data Systems, a subsidiary ultimately of Mubadala Investment Company, launched Malaffi, the region's first Health Information Exchange (HIE) platform.

A HIE allows healthcare providers and practitioners to access patient health data through a centralised database. The appropriate and reliable sharing of patient health information facilitates better care coordination and informed decision-making at the point of care. Before Malaffi, patient health information was recorded in the provider's Electronic Medical Records (EMR) system, and was not accessible to others outside of that system if needed. Malaffi will now 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, ultimately creating a centralised database of unified patient records.

Malaffi is a key component of the digital transformation of the healthcare system in Abu Dhabi. In addition to the host of benefits that Malaffi directly offers patients and providers on an individual level, from increased efficiency to

ultimately saving lives, Malaffi also contributes significantly to population health across Abu Dhabi as a whole.

Understanding the needs of the population

Through data, Malaffi will support the DoH in performing population health analytics and monitoring care quality trends throughout the Emirate. For example, with 37 percent of adults reported as obese, and 15.7 percent of adults living with diabetes, the UAE is currently working towards reducing chronic diseases. In contributing to this data, Malaffi will provide real-time and accurate information to understand the health needs of people in the Emirate. This benefits the whole population as it will provide more information to the DoH when developing public health programmes, such as programmes aimed at health prevention and the management of chronic diseases.

Identifying public health risks

As providers update their EMR systems after patient consultations, each individual's Malaffi file will update in real-time. Through the unified patient records, Malaffi will also be able to swiftly identify any public health risk, such as an outbreak. In turn this will assist the Emirate's emergency preparedness in the event of such a situation arising.

Laying the foundations for advanced technologies

As technologies such as artificial intelligence and machine learning continue to mature, stored patient information will provide the necessary

data to move towards more preventative and predictive healthcare models. For example, patient healthcare information can be leveraged to build machine learning models that predict the likelihood of being readmitted or developing chronic conditions. It does so by using clinical data to assess clinical events that have actually happened to patients in the past to be able to develop predictions for patients in the future. This will provide greater insight into preventative medicine, allowing providers to have a different conversation about lifestyle and help with directing population health activities. The Malaffi analytics portal is being showcased at Arab Health on the DoH stand.

All of this is made possible by the collaboration of healthcare providers across Abu Dhabi. The more data that is available, the more accurate the programmes, initiatives and provisions will be in future. Malaffi has been well-received by the industry in Abu Dhabi.

Currently, the database contains more than 38 million patient records for more than 3 million patients, who are being treated and have their care managed through Malaffi. Every time a provider joins, Malaffi becomes even more effective in improving the speed, quality and safety of patient care.

With the UAE facing a growing ageing population and rising prevalence of chronic diseases, there comes no better time to utilise data to create programmes and initiatives that truly cater to the needs of the population and stimulate behaviour change.

During Arab Health, Malaffi also announced the soft launch of their patient application to

help patients better manage their health. Once logged into the portal or by downloading the app, patients will have their own medical information at their fingertips. Patients can check their Malaffi file anytime and anywhere through the app, which also supports prevention and early detection of illnesses. Commenting on the announcement Atif Al Braiki, the Chief Executive Officer of Abu Dhabi Health Data Services, the operator of Malaffi, said: "For us, Malaffi is a platform that connects health providers in Abu Dhabi to support communities to better health."

As part of doing this, we are proud to be working closely with the Department of Health – Abu Dhabi to be positively impacting the lives of people now and in years to come. The patient app is especially exciting, as it encourages patients to use the app for their benefit and so, collectively, we can encourage better engagement and empowerment of their own health."

Currently, 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.

To learn more about Malaffi, please visit DoH stand at Hall 5, Booth H5.B10.

Primal Health highlights TESSIDENT 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 \$544BB USD. Dental disease is now a public health crisis, which accelerates as we age, and is 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.

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 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.

TESSIDENT is a patented clinical-strength 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. TESSIDENT 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 TESSIDENT in the form of pressed rapid-melt dental lozenges for daily use.

In a six week placebo-controlled double blinded study on older adults with mild-to-moderate gingivitis conducted by the Benjamin Rose Institute on Aging, TESSIDENT dental lozenges were clinically proven to grow protective bacterial strains while simultaneously reducing the oral

burden of dental pathogens *Aggregatibacter actinomycetemcomitans* and *Porphyromonas gingivalis*, known to cause aggressive periodontal disease. Moreover, TESSIDENT dental lozenge recipients had a significantly reduction in plaque burden. Lastly, 78 percent of TESSIDENT dental lozenge recipients had a significant reduction in bleeding on probing compared to sugar alcohol placebo lozenge recipients. Intended use of TESSIDENT dental lozenges are for individuals with a history of dental disease or who are higher risk of developing dental disease. TESSIDENT dental lozenges can also be used to supplement daily hygiene routines for improved outcomes. TESSIDENT powder or pressed rapid-melt dental lozenges are available in bulk or a 30 day supply. The active ingredients in TESSIDENT powder are naturally recognized as safe with years of safety data in pregnant women, children and older adults.

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.

Vist Primal Health at Booth #H1.G19.

Leader Healthcare drives the future of healthcare

By Deepa Narwani, Editor



Sabu Thomas



Artificial Intelligence (AI) is not just a buzzword anymore and is changing healthcare for the better. This is evident at Leader Healthcare’s presence at the show, as the company’s solutions are highlighting how AI has the potential to drive the healthcare industry’s shift towards providing improved clinical outcomes.

Sabu Thomas, Chief Operating Officer, Leader Healthcare tells Daily Dose: “The UAE’s vision has been towards driving Artificial Intelligence (AI), virtual reality, automation, robotics etc. We at Leader Healthcare have also decided to implement that and are focusing full-fledged into AI.”

He says that the company is working in the area of AI in terms of improving the interpretation of clinical data that could help the clinician as a strong decision-making tool. For instance, he

explains, if a person goes in for a CT scan or an X-ray or MRI, a radiologist or a pulmonologist would interpret things based on their knowledge. “Based on AI, there are algorithms that are fed into from millions of databases from all over the world and with this feedback, the software is able to look at each and every nodule, read the algorithm and accordingly enhance the diagnostic capabilities of existing modalities such as X-ray or CT scan.”

The most important thing, Thomas emphasizes, is that the algorithm can pinpoint if there is a cancerous cell in the lungs. He says, “Even if you are not looking at it, the algorithm will bring it out. This makes it a great prevention tool. Plus, it also becomes cost effective for healthcare providers to diagnose and come up with solutions.”

Furthermore, the algorithm is able to forecast

and foresee if the patient has the chance of getting a heart attack or lung cancer, in 4 years or 10 years. “If it is a brain scan, it might be able to tell you that in 10 years, you will have a 98% chance of having dementia or cancer or breast cancer. The person is then able to take preventive measures before the symptoms start,” he adds.

Leader Healthcare also has a stem cell research and genomic lab that set up at their booth. Thomas says: “In the genomic lab, based on this diagnosis coming in from AI, you are able to play around with the genome and make sure that you don’t have the disease that is diagnosed.”

When asked about what the future looks like, he shares, “In my opinion, the future will be that doctors will deal with completely fine individuals and take care of their well-being. Well-being is all

about avoiding diseases, so it will be a fantastic time for future generations! If I am going to look forward to 2023, you will see a completely different Leader Healthcare where we will continue to drive the vision of the UAE’s leadership, and look at providing quality healthcare,” he concludes.

Leader Healthcare has two booths in Hall 4 (H4.F10, H4.F30) and is also present at the Innovation Hub (PZ. K30) where it is showcasing 3D4 anatomy medical and virtual rehab for physiotherapy. It has also brought Anatomaze (M.B50) to the show that takes visitors on an unforgettable journey into the human body.

Medlab Middle East 
By Informa Markets

The region’s medical lab expo

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Al-Futtaim Health launched

Al-Futtaim Health introduced the company and its state-of-the-art facilities; HealthHub Al-Futtaim Clinics and Pharmacies, Tashafi, Total Care and the luxury aesthetics clinic Maison Lutétia, at the show.

Health is a new initiative from the Al-Futtaim Group, which offers specialized healthcare options from multidisciplinary clinics to advanced plastic surgery and aesthetics services in a modern setting.

As a hub for continuous care, the HealthHub provides accessible, integrated health management supported by smart solutions in a happy and insight-driven environment. With a family doctor who knows each patient and their medical history, patients can feel confident that they are dealing with a true family doctor.

Understanding the need for accessible quality healthcare for all in the healthcare market, Al-Futtaim Health designed clinics in and around industrial locations. These care centers, or community health clinics serve either on a walk-in basis or by appointment, offering ethical care to the workforce of Dubai.

Visit Al-Futtaim Health at stand CC70.

UltraZonic ensures highest standard of patient safety

By Deepa Narwani, Editor

Keeping healthcare facilities clean is extremely important. A dirty equipment or tool could be deadly if the germs hitch a ride to surgical site and cause an infection. Nancy Steenbakkers, Founder and CEO of UltraZonic, was a nurse for 20 years and used to assist in the operating theater and she was also responsible for the cleaning of surgical instruments.

She tells Daily Dose: "It is very hard to clean these instruments. I was observing a lot of hospitals and noticed the same issues and problems across the world, when it comes to patient safety and ensuring the medical instruments are cleaned properly. After that I became a distributor for washers, disinfectors and autoclaves, and saw that washer disinfectors have their limits.

"I told this to my husband, who is a chemical engineer and he invented two new patented devices. These are called the UltraZonic Endo and UltraZonic Med."

UltraZonic is a three-year-old Belgium-based firm and their main focus is precleaning. "Instead of having many sinks in hospitals, with many staff, we have now invented two new cleaning concepts, instead of a number of sinks that were used for precleaning," she explains. "Depending on the motivation and knowledge of the staff is depending on the cleaning efficacy. Patient safety is still in big risk!"

The first one is the precleaning machine that cleans the stainless-steel surgical instruments in three minutes. "This makes the lifecycle of the instrument much longer," adds Steenbakkers.

The second concept the company has invented is precleaning for flexible endoscopes. "This is one



Nancy Steenbakkers

of the most needed in the market, as we see many issues in this area," she explains.

"In Europe, most of the hospitals are investing in washer disinfectors and drying cabinets but there are still a lot of issues regarding the cleaning of endoscopes. I had a really good contact with a repair company who were repairing endoscopes after they were damaged, and they showed me pictures with all kinds of dirt inside! That's why we invented our device, which is an automated machine with traceability and software package in it. With it we know every single step that is being carried out. With the instruments, the user has to follow the steps. These cannot be skipped

and will ensure that there is no dirt anymore. With this device, the patient safety level is climbing up."

Steenbakkers says that their products have been getting a considerable amount of interest. "We have references in Belgium, The Netherlands and Sweden. I am attending Arab Health to understand the Middle East market. I have seen the hospitals in the region and device cleaning is also an issue here. Patient safety is given a lot of importance in the Middle East and our devices are at hand to make sure the instruments are really clean," she concludes.

Visit UltraZonic at stand PZF740.

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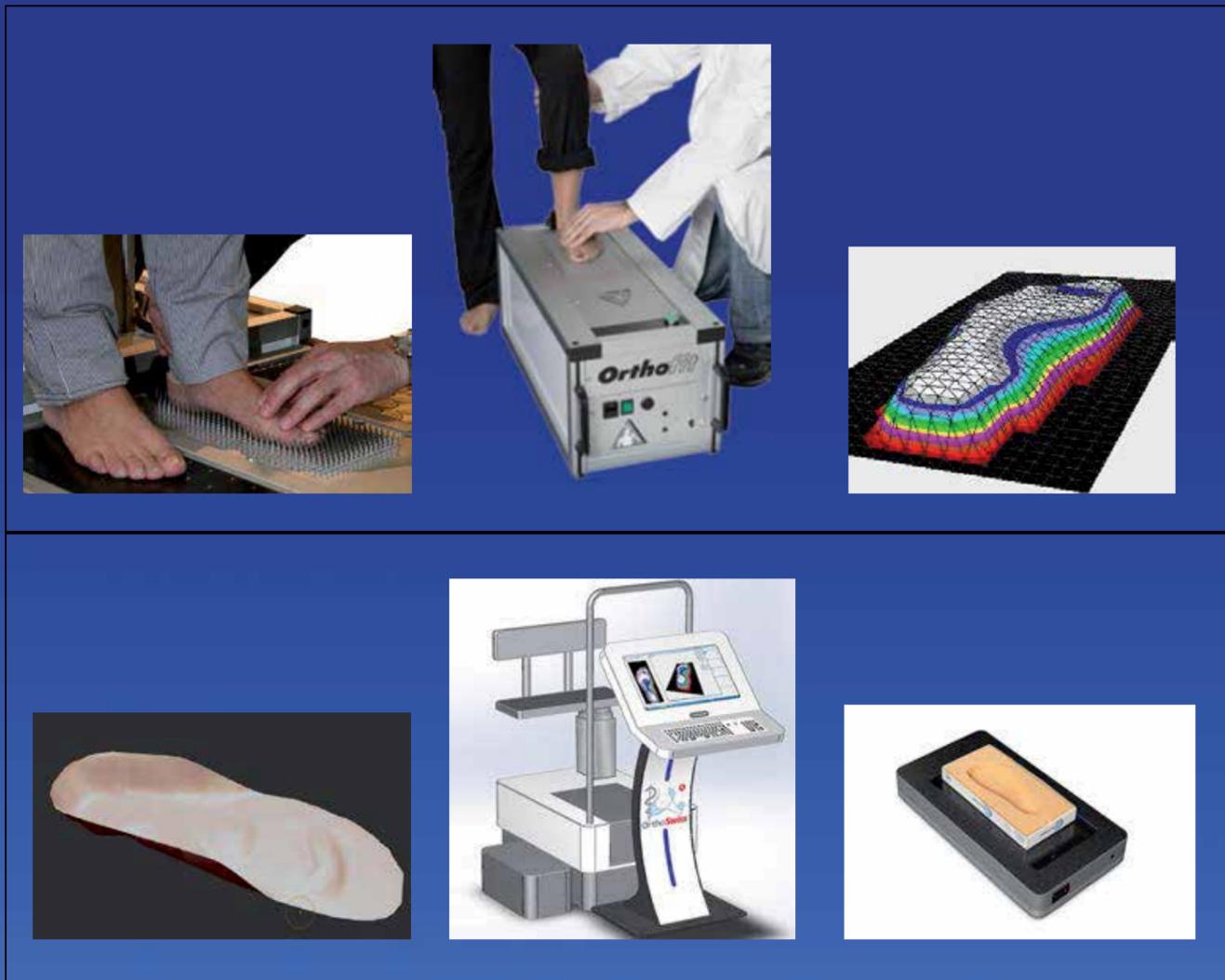
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Quado – the small bedside cabinet full of great ideas

Article provided by Stiegemeyer



The new bedside cabinet Quado by Stiegemeyer is compact and mobile while still offering plenty of room for personal items. It can be attached to almost all current Stiegemeyer hospital beds for joint transport.

A new member can be found among Stiegemeyer's hospital products. It is the smallest in terms of dimensions, but in terms of functionality will play a major role: the new bedside cabinet Quado, the compact miracle.

Quado is slimmer and lighter than conventional bedside cabinets but offers a comparable level of comfort, making work on wards much easier. What were the reasons for Stiegemeyer to develop such a small modern bedside cabinet? "First of all, limited space is available in many hospital rooms," explains Product Manager Lars Schröder. "Quado fits next to every bed, even in narrow spaces." Experience has shown that patients put many personal belongings in their bedside cabinet. Even a smaller model must offer enough space. During the development great effort was put into making the best possible use of the available space. Two

open compartments and a drawer can be reached from both sides and provide room for e.g. two large bottles. The optional lockable drawer is also suitable for wallets.

As standard, a rail protects the upper table top, so that glasses and cups can be safely put down. The damped foldable overbed table is suitable for enjoyable meals. Lars Schröder reaches under the overbed table and shows another practical detail: On both sides of the table small bookrests can be extended to e.g. place a smartphone to comfortably watch videos. To change the height of the bedside cabinet, just press a button on the rail and effortlessly pull or push the cabinet's body into the desired position.

Made of large plastic elements, the Quado is very easy and thorough to clean – automatically and manually. "The compartments have large

radii and the overall design is clear with as little niches as possible," explains Schröder. If several Quado cabinets are stored, they can be pushed together and require even less space.

Quado also convinces with its second great

strength: it is very mobile. If the bed is moved to another room or ward, the lightweight Quado can simply be attached to the head or footboard of most Stiegemeyer hospital beds for joint transport. This is especially useful during patient transfers.

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Painful hip in children, a practical diagnostic approach

By Herma C. Holscher, Past President, Dutch Society of Radiology, HAGA Teaching Hospital, The Hague, The Netherlands and Joosje Bomer

A painful hip, without a direct traumatic origin, is a frequent complaint in children, whilst young children most often present with a limp. Next to clinical presentation, the differential diagnosis can be narrowed down by the age at presentation.

Awareness of the fact that children can present with knee pain, due to hip pathology (referred pain) is important and vice versa, especially young children can have pathology in the knee, lower leg or foot.

Clinical presentation

Trauma

When a child presents with hip pain or a limp, parents are inclined to ask for a history of trauma. This can be misleading as children virtually always remember a history of some fall or minor trauma. Important is to directly relate the beginning of pain with the supposed trauma.

Fever

Next to hip pain, it is important to note feelings of general illness and fever, as bacterial arthritis is a surgical emergency. Furthermore, osteomyelitis can have normal radiological findings on conventional X-ray in the early stage of disease. In case of fever, blood examination is required.

Age

The most important factor in making an appropriate differential diagnosis is the age of the patient, as some diseases occur more often in certain age groups (Table 1).

Table 1

< 4 years	4-10 years	10-16 years
All ages: Septic arthritis/Osteomyelitis		
Referred pain lower limb	Transient synovitis	Slipped femoral epiphysis
Non accidental injury	Perthes disease	Avulsion fractures
Uncommon all ages: Leukemia/ Bone tumors/ Juvenile idiopathic arthritis		
Common all ages: Normal variants		

Septic arthritis

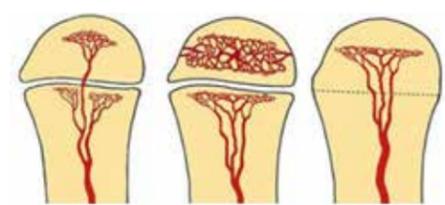
Bacterial arthritis is usually caused by Staphylococcus aureus and can have a rapidly deteriorating course with destruction of the joint. On ultrasound there is joint effusion. Note that the echogenicity of the fluid is not of diagnostic value. The synovium may be thickened, but this is also a non-specific finding. Joint effusion and the clinical profile are the keystones for the diagnosis. Immediate aspiration and surgical debridement should be performed. Absence of joint effusion excludes septic arthritis.

Radiographs are not sensitive to joint effusion and are not helpful in the early diagnosis.

Osteomyelitis

Osteomyelitis is a relatively common severe condition in children. As in septic arthritis, Staphylococcus aureus is the most common pathogen. In suspected osteomyelitis, MRI is the imaging method of choice. In infants or young children in whom the location may be uncertain,

Figure 1:



0- 18 months 18 month- 16 years Adult

bone scintigraphy can be useful.

Most radiographs will not show abnormalities in the early stages of the disease, but after 7-10 days osteolysis and periosteal reaction are seen.

In young children (< 1.5 year) there are still vessels in the physis, so infection may easily spread to the epiphysis and joint. In older children the physis forms a natural border for spread of infection (Fig. 1). Ultrasound can be helpful in visualising subperiosteal abscess formation or fluid collections. MRI will also demonstrate the joint effusion and synovial thickening, but can also show damage to the bone and cartilage. On MRI osteomyelitis appears as an area of T2 increased signal in the metaphysis with enhancement and surrounding edema in the soft tissues, and occasionally a subperiosteal abscess. Brodie's abscess is a subtype of subacute osteomyelitis, which is typically seen in children, with intraosseous abscess formation occurring usually in the metaphysis. As the abscess is encapsulated by a rim of granulation tissue, systemic symptoms such as fever and inflammatory markers may be absent.

Referred pain

Because young children may have difficulty communicating the problem, it may be necessary to image the entire extremity.

Under the age of four a relative common cause of a limp is the Toddler fracture, a spiral fracture of the tibia or fibula caused by stress on juvenile bone because of "excessive" walking.

A common cause in the foot is Köhler's disease, an idiopathic osteonecrosis of navicular bone.



Figure 2. Toddler fracture of the distal tibia.

Trampoline fracture is typically located in the proximal tibia metaphysis and can be very subtle.

Non-accidental injury

Non-accidental injury is beyond the scope of this paper. For imaging protocols the guidelines of the Royal College of Radiologists is recommended.

Transient synovitis

Transient synovitis (coxitis fugax) is an aseptic inflammation of the hip, presumably of postviral aetiology. It is the most common cause of hip pain or a limp in children under the age of ten years.

Affected children are only mildly ill or have recently sustained a low-grade respiratory tract infection. The condition is self-limiting and treated with rest and if necessary analgesics.

Imaging is not strictly necessary, but an ultrasound is often requested to confirm the presence of a joint effusion. Radiography is only performed when there are other differential diagnostic considerations. The appearance of the effusion on ultrasound is not helpful for the differential diagnosis.

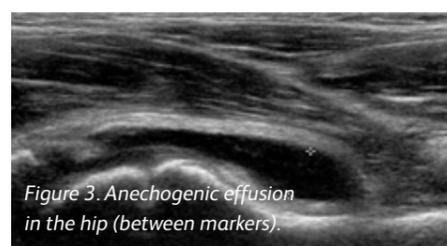


Figure 3. Anechogenic effusion in the hip (between markers).

Always consider the possibility of septic arthritis in a sick child!

Perthes disease

Perthes disease, also known as Legg-Calvé-Perthes disease, is an idiopathic avascular necrosis of the proximal femoral epiphysis. It occurs more commonly in boys, typically between 5 and 8 years of age, but may range from the ages 3-12. It can occur bilaterally, but it is usually asymmetric. Early radiographs may be normal or show subtle flattening of the femoral head (Fig.4). Sclerosis and subchondral fractures may develop, features best appreciated on the frog-leg lateral view.

Treatment is symptomatic. If disease progresses, fragmentation and collapse of the femoral head will occur and metaphyseal lucencies can be seen.

In the healing phase, Perthes disease can lead to a short, broad femoral head and collum, known as coxa magna deformity. The radiologic differential diagnosis of Perthes disease includes secondary avascular necrosis (due to underlying disease, or medicamentous). Meyer's dysplasia and multiple epiphyseal dysplasia can have comparable radiological findings, but are mostly bilateral and symmetric, whilst Perthes disease is, if bilateral, mostly asymmetrical.

Slipped Capital Femoral Epiphysis

Slipped Capital Femoral Epiphysis (SCFE) or femoral epiphysiolysis is an idiopathic Salter-Harris type I fracture of the proximal femoral epiphysis. It occurs more commonly in boys and in obese children. The typical age at presentation is between 12-15 years. SCFE may occur bilaterally



Figure 4. Frog-leg lateral view. Early phase of Perthes disease with subchondral fracture line.

in up to one third of cases. As the epiphysis slips posteriorly, and to a lesser extent medially it is best appreciated on the frog-leg lateral view (Fig.5). SCFE is treated with surgical fixation to prevent further slip off. Avascular necrosis of the femoral epiphysis is a potential complication.

Avulsion injuries

Avulsion injuries of the pelvis are a frequent cause of hip pain in adolescents involved in sports. Because at this age the tendons are generally stronger than the apophyses, strong muscle contraction can result in apophyseal avulsion fractures (Fig.6). Avulsion injuries can be acute or chronic.

Bone tumors and tumor-like lesions

There are many bone tumors and tumor-like lesions that may cause pain in the hip or upper leg. We will not discuss the various bone tumors.

Juvenile Idiopathic Arthritis

Juvenile Idiopathic Arthritis (JIA) is an autoimmune, noninfective, inflammatory joint



Figure 5. Lauenstein view with right (H) sided slipped capital epiphysis.

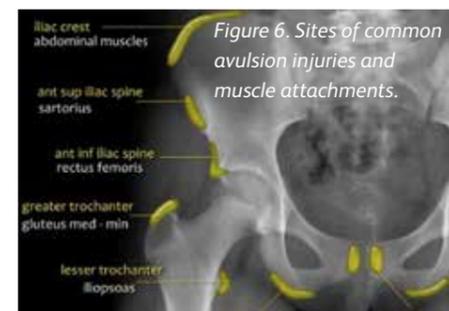


Figure 6. Sites of common avulsion injuries and muscle attachments.

disease of more than 6 weeks duration in children under 16 years of age. It is a clinical diagnosis and is currently divided into six different subtypes. Contrary to the adult population, cartilage loss and erosions are not a frequent finding in JIA. X-rays are usually negative early on in the disease. Typical findings in children in later stages of the disease may be a slightly larger epiphysis, or accelerated bone maturation. Ultrasound will show effusion, thickened synovium and sometimes hyperemia.

Normal variants

In order to avoid false positive results on X-ray imaging one should be aware of normal variants that may simulate disease. In newborn babies up to 6 months, a symmetric physiologic periosteal reaction can be seen around the diaphysis of the long bones, probably due to rapid growth rate. This should not be mistaken for non-accidental injury. Osteochondral connections, like the ones of the pubic bones can be mistaken for an abnormality. Awareness of the various normal variants is useful and when in doubt consider examining the other side to compare.

Imaging modalities

As stated earlier several imaging techniques can be useful (Table 2). In children from 4 to 10 years old with symptoms for less than 5 days, and in the absence of high fever or elevated inflammatory markers - a wait-and-see policy is recommended. In these cases, the diagnosis is usually transient synovitis, which is a spontaneously resolving condition. In most cases osseous pathology can be excluded with a frog-leg (Lauenstein) view only. In case of suspected pathology on the frog-leg view, an additional AP radiograph should also be acquired for orthopedic and follow-up purposes. It is important to realize that in transient synovitis and early in the course of Perthes disease, juvenile idiopathic arthritis, osteomyelitis and septic arthritis, the initial radiographs are normal.

Table 2

No imaging	Symptoms <5 days No trauma and not sick
Ultrasound	Joint effusion (sub-periosteal) fluid collections
X-ray	Osseous pathology, start with <4 yr lower leg/foot; > 4 yr frog-leg lateral
MRI	Extent of disease in confirmed pathology No explanation found for serious complaints
Bone scintigraphy	No clear site of origin Multifocal disease

Lead Shielding

Gonadal shielding is dissuaded because of risk of masking important diagnostic information, a higher number of retakes and possible shielding of automatic exposure control chambers.

Conclusion

Hip pain and limping in children is a challenge for all clinicians. A practical approach is presented. Take good care of the sick child with fever and elevated inflammatory markers, as bacterial arthritis is a surgical emergency. A history of trauma can be misleading. Focus on the age of the patient in decision making for further radiological examinations. In case of persistent unexplained complaints consider MRI and especially in the young child, bone scintigraphy might be useful.

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Bringing immersive vocational training to Emirati youth

Article provided by VR/AR Association

Many important developments are on the horizon at Arab Health 2020. The UAE government has many different initiatives and projects in the pipeline as it endeavors to equip youth and young entrepreneurs with the latest knowledge and essential skillsets for the future labor markets.

However, the application of these initiatives is not limited to the healthcare sector. That's why the UAE government has several projects going on that address the requirements of different sectors, such as education, space science, renewable and alternative energy, transportation and infrastructure, and the IT sector.

His Highness, Sheikh Mohammed bin Rashid Al Maktoum was quoted saying, "UAE has adopted innovation as an institutional approach and a culture of the society that aims at developing its human factor as well as government institutions, as part of its drive to build a sustainable future."

Amid all this activity, Munfarid and Institute of Environmental Management and Sustainability (IEMS) Academy have come together with the objective to bring immersive operational and vocational training to the youth.

Led by the leadership of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, the IEMS Academy provides blended training and development programs to help develop people's knowledge and skills for future jobs, particularly in the areas of environment & sustainability, and digital and immersive learning.

Sheikh Sultan is a huge supporter of youth



development initiatives and has many inspiring projects supporting progress in the areas of science, thought development and digital technologies. His Highness expressed his ardent support for the young generation at the 'Spirit of Youth' platform,

The government of His Highness, Sheikh Mohammed bin Rashid Al Maktoum has already taken big steps towards bringing more skill-based opportunities and entrepreneurship programs for the Emirati youth and women to prepare them for future challenges that have arisen in the wake of the Fourth Industrial Revolution.

With immersive technologies at the back of

every project the government has introduced during the last few years, Sheikh Mohammad strongly believes that this is the road to UAE's innovation progress, "UAE has adopted innovation as an institutional approach and a culture of the society that aims at developing its human factor as well as government institutions, as part of its drive to build a sustainable future."

The Government's aim in all these initiatives is to develop a robust ecosystem for a sustainable economy in the UAE and boost the local talent influx for the business sector.

The Government's aim in all these initiatives is to develop a robust ecosystem for a sustainable

economy in the UAE and boost the local talent influx for the business sector. There are many projects that are currently in effect to that end, including:

- UAE Green Jobs Program
- National Program for Artificial Intelligence
- Training Programs for Government employees
- UAE Ai Camp
- UAE Ai Internship Program
- ICT Fund
- One Million Virtual Expeditions initiative
- And the UAE Hackathon, to name a few.

The combined initiative of Munfarid and IEMS is expected to propel things in the right direction in line with the governments' core goals of Vision 2021 and Centennial 2071.

Dr. Sana Farid, the Co-Founder & CEO of Munfarid, has high hopes for this initiative and thinks it will help escalate the immersive learning opportunities for both young professionals and aspiring entrepreneurs.

We know that disruptive technologies are here to stay and they are going to define a new future. Just like the entire developed world, the UAE is also engaged in exploring the benefits of immersive learning in consolidating the concept for a green future, economic growth and developing the human resource to sustain the challenges of the future.

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Mecomed report points way to a value-based healthcare future

By Daily Dose Staff

Mecomed, the medical devices, imaging and diagnostics trade association serving as the voice of international MedTech manufacturers across MEA, yesterday unveiled its position on value-based healthcare at Arab Health.

Speaking at a networking breakfast at Bubble Lounge, Executive Director Dr Inna Nadelwais outlined the findings and recommendations of a new paper that identifies a value-based healthcare model as a “paradigm shift” unlocking major benefits, with value for patients as the central goal.

The value approach, it was explained, addresses challenges that include high variations in patient outcomes and spiralling healthcare costs. The latter can be seen in the case of ageing populations, particularly in countries with predominantly public healthcare systems.

A value-based model therefore promises to deliver better and more consistent patient outcomes – at the right cost of delivering healthcare. It achieves this through more accurate and efficient care, reducing hospital stay and exploring innovative patient pathways.

Mecomed recognises however that any transformation to this new model will be a complex task. Rather than a single step, an overarching strategy is required that determines how healthcare is organised, delivered and measured.

Medical Technology industry best positioned to make it happen

Taking this into account, the Medical Technology industry is particularly well-positioned to

enable transformation through its emphasis on innovation, relationship with healthcare providers, therapeutic experience and wealth of data. More specific ways in which it can help include:

Providing innovative products, services and solutions for health issues

Supporting cost-containment by identifying patients in the early stages of chronic disease or at risk of disease onset

Collaborating with payers and providers creating shared value for patients

Developing digital capabilities and facilitating real-world data collection

KSA and UAE lead the way

Industry aside, Mecomed also believes that country leadership can play a critical role. Governments in MEA have significant opportunity to move faster than advanced economies in implementing value-based healthcare initiatives. This is for reasons that include not having to face legacy infrastructure and heavy investments in high-cost non-interoperable systems, while the GDP percentage of healthcare spending is also growing faster than in developed countries.

Examples shared of governments currently leading the way included Saudi Arabia and UAE, whose Vision 2030 and Vision 2021 respectively are fully aligned with value-based healthcare principles and capitalise on digital platforms for therapy registries, patients monitoring, outcomes measuring, wearables and activities trackers and online curricula.




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Happy spaces for kids – Blending art and wellness

By John Sunil, CEO Burjeel Hospital

Hospitals are not just a place for treatment and cure. At a time, when the concept of wellness is gaining traction around the world, VPS Healthcare's Burjeel Hospital in Abu Dhabi has been regularly organising a special programme "Saturday @ Burjeel" for children. Held every Saturday, the weekly programme is so popular that hundreds of children attend the programme regularly. Burjeel Hospital is known for its pediatric care and one of the few private hospitals with a pediatric intensive care unit.

It was a pleasant Saturday evening. Adiel, Burjeel's in-house pianist, was playing his favourite music from the Love Story series. Beside him were toddlers and children, running around and enjoying themselves at the children's play area with toys, balloons and the Giant Panda.

Two-year-old Emilie ran to her mommy excitedly, wearing a broad smile on her face. She ran into the arms of her mother and joyously asks, "How's the face painting." "Wow! This is beautiful," replies the mother. "Yes", she smiles again cheerfully.

Emilie was on her first visit to Burjeel Hospital, Abu Dhabi, with her parents. She had come to the children's play area inside the hospital with her mother when her father went to buy medicines from the pharmacy.

This is not just the story of Emilie. Anybody who visits Burjeel Hospital on a Saturday can see hundreds of toddlers and children running around the play area gleefully.

The "play area" at Burjeel Hospital is a zone exclusively for children, who come to the hospital either to visit a doctor or with their parents. The area has all the facilities for the little ones to enjoy the space. They may play with the toys and engage in



various activities such as face painting, cartooning, colour painting, a variety of games and so on.

"Saturday @ Burjeel" programme, which is now being successfully held for over a year, has become a huge success attracting almost 500 children to the hospital every Saturday.

Ever since we started this programme, the feedback has been overwhelming positive from all the quarters. There are fond memories being created. One of the beautiful and precious feedback was from nine-year-old Lana. She wrote a beautiful letter saying that she loves Burjeel a lot and would love to visit the hospital every Saturday. This was a great piece of appreciation. The whole team was overjoyed with excitement and happiness.

There have been many similar experiences. This is what makes Burjeel unique. The experience is warming and pleasant. Even though the 'Saturday @ Burjeel' initiative caters to the younger ones, it is the parents who benefit the most of it. Any parent coming with their child may

visit the doctor or relax at the lobby listening to the soothing music, while the child is being looked after by our team.

For the children, the area is designed to be as friendly as their home. This is our concept of wellness and the extent of our caring arms. The initiative has become so popular that many have personally asked me, why aren't we having this for all the days of the week?

The programme has benefits for children from the healthcare aspect as well. As per the latest guidelines of the World Health Organisation (WHO), children under five must spend less time sitting watching screens or restrained in prams. For the healthy growth of a child, they must be getting better sleep and have more time engaged in physical activities.

Engaging children in various physical activities is crucial in developing their physical, mental health and well-being. This helps in preventing the child from childhood obesity and associated diseases later in life.

The "Saturday @ Burjeel" programme is thus a great option for children to

engage themselves with their peers. There are a variety of games, which ensures that the child is physically engaged. Also, there are options for children who love to be involved in creative activities. It is a great platform enabling socialisation as well.

For all these reasons and many more, "Saturday @ Burjeel" programme is so close to the heart of many. The success of this programme owes to the planning and commitment of our team members at Burjeel.

Visit VPS Healthcare at stand H5.C20.

Harley Street clinics unite

By Simon Baynham, Property Director, The Howard de Walden Estate

Clinics from Harley Street Medical Area (HSMA) are uniting at the show to showcase London's medical excellence.

This year 18 world-renowned hospitals and clinics will be located on the Harley Street Medical Area stand on the ABHI UK Pavilion to promote the outstanding patient care, treatments and cutting-edge technologies that the area has to offer.

I am proud to say that competing clinics from across Harley Street will all join forces to showcase why Harley Street Medical has a reputation for medical excellence, innovation and patient experience. It is the perfect platform for our hospitals to connect with other medical healthcare facilities from the Gulf region and hopefully be part of new initiatives designed to help build medical excellence in the Middle East.

Attending the exhibition are hospitals such as The London Clinic, King Edward VII's Hospital and HCA, as well as some of the biggest names in British medicine – Royal Brompton & Harefield Hospitals and Moorfields Eye Hospital.

Mayo Clinic Healthcare in partnership with Oxford University Clinic and Cleveland Clinic London – the USA's two highest performing non-profit academic medical centers – will be joining Harley Street Medical Area for the first time. As part of a wider collaboration with the University of Oxford, Mayo Clinic has opened a screening and diagnostics centre on Portland Place, and Cleveland Clinic has chosen to locate its diagnostic and outpatient facility, where most patients begin and end their treatment journeys, on the same wide Georgian street – the latter is due to open in October 2020.

Visit them in hall 2 stand H30.



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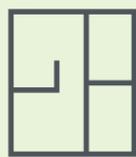
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