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Arab Health
By Informa Markets

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Daily Dose

Day 3, Wednesday 31 January 2024

The official daily newspaper of the Arab Health Exhibition

Arab Health
By Informa Markets

Mohammed bin Rashid makes an appearance

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai toured the 49th edition of Arab Health yesterday. During the tour, His Highness said that a comprehensive medical system and collaboration between local and federal government entities in the UAE, and the private sector, have ensured that citizens and residents alike enjoy access to the best healthcare services.

His Highness also highlighted public-private partnerships as a major contributor to the enhanced efficiency of the country's healthcare sector, bolstering its overall competitiveness and supporting its growth with cutting-edge technologies, advanced facilities and highly qualified personnel. These advancements contribute to the overall well-being of society, ensuring the best of health and quality of life for one and all.

Sheikh Mohammed said that providing best-in-class healthcare services ranks high among the UAE's development priorities along with the happiness and wellbeing of its people, with these plans serving not only UAE residents but people from all around the region and, indeed, every corner of the world. Arab Health provides an ideal platform to share successful experiences and practices in this regard, His Highness said welcoming exhibitors and attendees who have flocked to Dubai to share ideas and learn about the latest advancements in the medical field.



Emirati Genomics Program to make personalised medicine a reality

By Anthony Pernal

The UAE is pioneering the integration of genomics into public healthcare through its ambitious Emirati Genomics Program. This multifaceted initiative represents a major leap towards harnessing the power of genetic information to improve health outcomes for UAE citizens.

Dr. Tiago Magalhaes, Director of Bioinformatics at G42 Healthcare, spoke at length at the Public Health Conference about genomics and its applications in public health. He mentioned that the path to integrating genomics into healthcare is complex and necessitates learning from global precedents while fostering local innovation. The UAE's programme is a multi-year, multi-level endeavour requiring the collaboration of government bodies, patients, hospitals,

industry partners, and academic institutions. This approach ensures a broad spectrum of expertise and perspectives, driving the programme towards outcomes spanning scientific discovery, clinical application, and commercial innovation.

The Program draws inspiration from large-scale genomic studies like the UK Biobank, which generated over 9,000 research papers with the involvement of 30,000 researchers. The scale of the Emirati Genomics Program will leverage data from thousands of genomes to inform healthcare decisions and policies. The integration of genomics into clinical care in the UAE is thus being normalised, making it an integral part of everyday healthcare rather than an exceptional procedure or a 'big deal'.

Dr. Magalhaes firmly believes that this 'normalisation' will help public healthcare due to it becoming a mainstream option alongside other critical care solutions. This is facilitated by an interdisciplinary

approach that brings together professionals from various fields, including medicine, technology, law, and management, to ensure that genomic data is interpreted accurately and applied effectively.

This transformation of healthcare, underpinned by this genomic data, will revolutionise the way diseases are diagnosed, treated, and prevented in the UAE, making personalised medicine a reality for its citizens alike.

Genomic applications in public healthcare are revolutionising the way we approach disease prevention, diagnosis, and treatment. By analysing DNA in an organism, it allows for the identification of genetic variations and mutations that may predispose individuals to specific diseases. This enables a more personalised approach to healthcare, tailoring prevention and treatment strategies to the individual's genetic makeup.

Arab Health 2024 Floor Plan





Panel

President, EMEA Peter Hall
peter.hall@informa.com

Vice President Solenne Singer
solenne.singer@informa.com

Content Director Sally Thompson
sally.thompson@informa.com

Head of Editorial Deepa Narwani
deepa.narwani@informa.com

Editor Farhana Chowdhury
farhana.chowdhury@informa.com

Group Creative Director Mark Walls
mark.walls@informa.com

Senior Graphic Designer Nysam Shahul
nysam.shahul@informa.com

Content Marketing Manager Rebecca Shand
rebecca.shand@informa.com

Account Manager Roshal Solomon
roshal.solomon@informa.com

Today at a glance

Arab Health 2024 Congress

Conference	Room	Start	Finish
Infection Control	Gulf Ballroom, Level 33, Fairmont Dubai	08:15	17:45
Diabetes	Abu Dhabi A, Above Sheikh Rashid Hall, Dubai World Trade Center	08:45	16:45
Orthopaedics	Dubai C & D, Above Sheikh Maktoum Hall, Dubai World Trade Center	08:00	17:15
Quality Management	Abu Dhabi B, Above Sheikh Rashid Hall, Dubai World Trade Center	08:15	17:45
Surgery	Al Ain J & K, Above Hall 4, Dubai World Trade Center	08:45	17:15
Total Radiology	Plaza Tent, Dubai World Trade Center	10:00	18:00

Must-attend workshops

Molecular Imaging in dementia: Alzheimer's and beyond

Hosted by PureHealth, some of the learning objectives from the session will include understanding the types of dementia, common molecular imaging, agents perfusion vs. metabolic vs. targeted imaging probes, various imaging patterns, appropriateness criteria for molecular imaging, and an insight into the past, present and future of molecular imaging.

Location: Plaza Tent at 12:30pm

Introduction to robotic surgery

This workshop is designed to provide a comprehensive introduction to the field of robotic surgery. Through a combination of demonstrations, simulator sessions, hands-on practice, and a round table discussion with robotic experts, participants will gain a thorough understanding of this innovative surgical technology.

Location: Al Ain J & K meeting room



The Healthcare World Stage @ Arab Health 2024

A series of panel sessions and networking events bringing together leaders from across the region and the world.

Agenda

9.00-10.00 – Dubai Health Authority Investment Guide Launch

The exclusive launch event for the 2024 iteration of the DHA investment guide spotlighting areas of development in the Dubai Health Economy and the Government of Dubai's plans to grow the health economy of the Emirate in the coming years.

10.30-11.30 – The Healthcare Strategy at NEOM

A Q&A session with a panel of senior managers for the health and wellness division of the biggest and most ambitious infrastructure of all time. NEOM will encompass a city of some 9 million people alongside industrial leisure and tourism on a scale never before seen, in a sustainable, eco-friendly eco-system and with a healthcare delivery strategy which will define the next 100 years.

12.00-13.00 – How to Effectively Launch Value Based Healthcare Initiatives in the Middle East

The concept of value-based healthcare is not a new one but we have yet to see a truly effective model for its operation. This session considers the opportunities

and ambition that exist in Middle Eastern health systems to find workable solutions and an understand of the outcomes and payor models that can bring about a truly value based system.

14.00-15.00 – Public Health in the Middle East

As the health systems of the region develop, the requirement for populations to take a hand in their own healthcare increases. But in insurance-led health systems, who pays for public health campaigns on key issues like diabetes, diet and smoking cessation and how are crucial NCD screening processes administered?

15.30-16.30 – Mental Health in the Middle East

Mental health prevention, diagnosis and treatment are becoming greater priorities for the region's health economies. As these health systems grow and diversify, what new approaches and ideas are being encompassed into this key area?

Product Showcase

Introducing Sara for healthcare: Revolutionizing digital health and bringing back the joy of care with AI

Company: Innovaccer

Location: Transformation Zone, P.K.10, 15:00

SuperSonic Imagine... much more than just imaging!

Company: SuperSonic Imagine

Location: Transformation Zone, P.K.10, 15:30

Overview of Estonian digital healthcare system - opportunities for business and R&D in digital medicine

Company: Estonia

Location: Transformation Zone, P.K.10, 16:00

The most adopted health app in the UAE... learn why

Company: Aster DM

Location: Transformation Zone, P.K.10, 16:30

Artificial Intelligence in cardiology: transforming diagnosis and treatment

AI algorithms have shown remarkable potential in the analysis of medical images, such as echocardiograms and cardiac magnetic resonance imaging (MRI), to name a few.

By Dr. Samer Ellahham, MD

Artificial Intelligence (AI) has emerged as a revolutionary technology with the potential to transform various industries, including healthcare. In cardiology, AI has gained significant attention for its ability to analyse complex datasets, improve diagnosis accuracy, predict outcomes, and personalise treatment strategies. This article explores the applications of AI in cardiology, focusing on its impact in the diagnosis and treatment of cardiovascular diseases.

Machine Learning Algorithms for Diagnosis

One of the primary applications of AI in cardiology is utilising machine learning algorithms to enhance diagnostic accuracy. For instance, a study conducted by Attia et al. (2019) utilised a deep learning algorithm to analyse 12-lead electrocardiograms (ECG) and accurately detect the presence of atrial fibrillation (AF). The algorithm achieved a sensitivity of 79 per cent and a specificity of 79.6 per cent, outperforming traditional methods. Such algorithms can aid healthcare professionals in making more accurate and timely diagnoses, leading to improved patient outcomes.



Risk Prediction and Prognostication

AI algorithms have shown promise in predicting the risk of cardiovascular events and providing prognostic information. In a study by Shah et al. (2017), a deep learning algorithm analysed retinal fundus photographs and accurately predicted cardiovascular risk factors such as age, gender, smoking status, and systolic blood pressure. By

leveraging vast amounts of data, AI algorithms can identify patterns and associations that might be missed by human observers, thereby enabling better risk stratification and prediction of cardiovascular events.

Personalised Treatment Strategies

Cardiovascular diseases exhibit significant

heterogeneity among patients, necessitating personalised treatment strategies. AI can assist in tailoring treatments to individual patients based on their specific characteristics and responses to therapies. For instance, in a study by Krittanawong et al. (2020), a machine learning model predicted the optimal antiplatelet therapy for patients undergoing percutaneous coronary intervention (PCI). By considering various patient factors and clinical variables, the model recommended individualised antiplatelet regimens, potentially improving patient outcomes and reducing adverse events.

Medical Imaging Analysis

AI algorithms have shown remarkable potential in the analysis of medical images, such as echocardiograms and cardiac magnetic resonance imaging (MRI). These algorithms can provide automated measurements and assist in the detection of abnormalities. For example, a study by Dey et al. (2019) developed a deep-learning model for the automatic quantification of left ventricular volumes and ejection.

Dr. Samer Ellahham will be speaking at the Quality Management conference at 10.45am today.



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Philips and Malaffi join forces at Arab Health 2024, setting global standards for seamless healthcare image exchange

Malaffi was inaugurated as the global reference site for Philips' image exchange solution as an extension of an existing partnership that enabled the secure sharing of radiology images across healthcare facilities in Abu Dhabi.

Global healthtech leader Royal Philips and Malaffi, a strategic initiative of the Department of Health — Abu Dhabi, signed a Memorandum of Understanding (MoU) to inaugurate Malaffi as the global reference site for Philips's Image Exchange Solution at the Arab Health stand of Emirates Health.

This collaboration is an extension of a successful partnership established in 2022 that enabled Malaffi, the region's premier Health Information Exchange (HIE), to include the exchange of medical images among diverse healthcare facilities, in addition to other key patient health information.

The agreement was signed in the presence of H.E. Mansoor Al Mansoori, Chairman of the Department of Health — Abu Dhabi; Shez Partovi, Chief Innovation & Strategy Officer and Enterprise Informatics Chief Business Leader at Philips; and Kareem Shahin, Acting CEO of Abu Dhabi Health Data Services, the operator of Malaffi.

"We take great pride in establishing ourselves among the world's leading HIEs through the fully integrated image exchange solution. This innovative feature has been a game-changer



for both our clinicians and patients, enabling the making of more efficient clinical decisions, improving the delivery of care and saving costs. This latest collaboration is a culmination of our partnership with Philips. As we set a new benchmark in the evolving healthcare technology landscape, our designation as a global reference site for Philips's solution empowers us to champion cutting-edge interoperability solutions, positioning us and the Department of Health at the forefront of digital healthcare innovation."

Commenting on the occasion, Dr Samir Said, General Manager of Connected Care and Healthcare Informatics at Philips Middle East, said:

"The team at Malaffi have been outstanding. Our solution complemented Malaffi's advanced HIE platform and further enhanced it by enabling the exchange of radiology images. With this, doctors in Abu Dhabi have secure access to all images taken across different facilities in Abu Dhabi, including CT, MRI, X-ray and ultrasound scans. As a result, doctors don't have to unnecessarily repeat the scans, enabling them to make efficient and accurate clinical decisions and saving patients from exposure to radiation."

Since its inception five years ago, Malaffi successfully connected all hospitals, clinics and pharmacies in the emirate, storing more than 2.2

billion unique clinical records. Boasting a wide scope of clinical data and advanced features, Malaffi stands as one of the most advanced HIEs globally, earning many recognitions and regularly contributing to the exchange of knowledge and experience at the HIMSS Global Conference.

Malaffi's Image Exchange Solution currently connects a total of 63 sites and enables the secure exchange of 92 percent of all radiology images produced in the capital annually. This is expected to achieve 100 percent by Q1 2024.

"In the future, this would also help explore ways to build layers of technology and artificial intelligence to take advantage of all this data," Dr Said added.

He further stressed that the collaboration between Philips and Malaffi has been "absolutely outstanding" with both organisations envisioning a more enabled platform for improved patient outcomes.

"This is the beginning of a long journey. We look forward to continuing our collaboration with Malaffi and looking at ways to contribute to better healthcare and better outcomes for patients in the Emirate," Dr Said concluded.

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Momentous shift towards digitally enabled healthcare

Dubai Science Park study backs R&D localisation amid projected surge in UAE healthcare spending to Dh113 billion by 2027.

Research efforts must be rapidly localised to improve patient outcomes, deliver precision medicine, and catalyse scientific excellence as the UAE's healthcare expenditure is projected to reach Dh112.7 billion by 2027, the findings of a new white paper by Dubai Science Park reveal.

Developed in collaboration with EY and engagements with 18 health system leaders and policymakers, Dubai Science Park's The UAE Healthcare Ecosystem white paper explores global megatrends in the healthcare sector and their impact towards reshaping the ecosystem to accelerate personalised and precision medicine in the UAE.

The momentous shift towards digitally enabled healthcare is among the key findings of the paper that was released on day one of the Arab Health exhibition. With about 30 per cent of the world's entire data volume now generated by the healthcare industry, the paper explores how public and private sector investments are leveraging this asset to pioneer the integration of emerging technologies and enable novel therapy and personalised patient frameworks.

"Investing in localised research and initiatives is not only a scientific imperative, but a commitment to revolutionising healthcare for the greater good in the Middle East and beyond," said Marwan Abdulaziz Janahi, Senior Vice President of Dubai Science Park at



TECOM Group PJSC.

"Precision medicine represents a paradigm shift in the life sciences, and its diversion from a one-size-fits-all approach promises effective and targeted interventions, helping to fulfil the healthcare sector's mission of patient-centricity. We are committed to championing awareness of these disruptive possibilities through ventures such as Dubai Science

Park's new white paper."

The paper, launched at a special Arab Health session by Marwan Abdulaziz Janahi and Ahmed El Banna, Senior Manager of Healthcare Consulting at EY for the Middle East and North Africa region, explores the structural forces that impact healthcare in the UAE, where the sector's GDP contribution is expected to remain above 4.3 per cent between

2023 and 2027. Healthcare expenditure in the UAE grew by about 4 per cent per year since 2016 to reach Dh79 billion in 2022 and is projected to further increase by 7 per cent each year until 2027.

An important focus area for technologically powered future investments identified by the paper is genomic medicine and research, considered critical to improving drug design and delivering preventive and personalised medicine.

Dubai Science Park's white paper sheds light on the UAE's Emirati Genome Programme, which aims to use genetic data to prevent and treat chronic and rare diseases. Information generated through the programme's advanced sequencing technology, and analyses powered by artificial intelligence (AI), can curate genetic references that support advanced diagnosis for Emiratis and enable personalised healthcare and treatment pathways.

The white paper's findings about the significance of localising healthcare R&D reiterate the overarching goals of the Dubai Research and Development Programme, according to Marwan Abdulaziz Janahi: "Strategic programmes like We the UAE 2031, Dubai Economic Agenda 'D33', and Dubai 2040 Urban Master Plan further empower co-creation between the public sector and industry champions and enable a pool of industry knowledge and talent, such as Dubai Science Park's community of 450 customers and more than 5,500 professionals."

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UAE at the midpoint of sustainable development goals

The country has shown significant progress across SDG 3 goals, according to key highlights by Dr. Haifa Madi from the Office of the Assistant Undersecretary for Public Health, MOHAP.

By Anthony Permal

Dr. Haifa Madi from the Office of the Assistant Undersecretary for Public Health, UAE Ministry of Health and Prevention (MOHAP), took the stage at the show's Public Health conference to provide a detailed look at the Sustainable Development Goals (SDGs) — part of the United Nations' 2030 Agenda for Sustainable Development — when it comes to healthcare with a view to the UAE's achievements. SDG 3, which is acutely focused on ensuring healthy lives and promoting well-being for all at all ages, encompasses a wide range of targets, including the reduction of maternal and child mortality rates, ending the epidemics of AIDS, tuberculosis, malaria, and neglected tropical diseases, and combating hepatitis, water-borne diseases, and other communicable diseases.

SDG 3 also emphasises the importance of universal health coverage (UHC), access to quality essential healthcare services, and access to safe, effective, quality, and affordable essential medicines and vaccines for all. It underlines the need for more research and development, increased health financing, and the support of the health workforce in developing countries. SDGs comprise 17 in total.

The UAE has shown significant progress across many of the SDG 3 goals, Dr. Madi elaborated. Among the key indicators achieved by the UAE were:



Coverage: Achievement of Universal Health Coverage, where the UAE currently sits at 100 per cent coverage for Emiratis and 86 per cent for non-Emiratis, as well as a reduction in out-of-pocket expenditure from 12.5 in 2019 to 10.5 in 2021.

Road deaths: The UAE has drastically reduced the road traffic mortality rate (per 100,000 population) from 14.2 to 5.9 in the past decade and has become among the top countries in the world for road networks, a major contributing factor.

Access to reproductive healthcare:

Adolescent birth rate per 1000 women in the age groups of 10 to 14 and 15 to 19 dropped from 14.2 in the past decade to 1.7 in 2019, way ahead of the UN's target of 2030.

Epidemic control: Tuberculosis incidence per 1,000 population reduced from 1 to 0.69, with Hep-B reducing from 100 to 20, over the past eight years.

Preventable newborn mortality: Infant mortality reduced from 8.7 to 6 in the last six years for children aged five or below, while the UN indicator's target is 12.

The road ahead

Challenges remain, including the major concern that mortality rates attributed to cardiovascular disease, cancer and diabetes for those between the ages of 30 and 70 have stagnated, with only a slight reduction from 19.3 to 18.5 since 2017.




Dr. Madi underscored some of the factors challenging the achievement of the SDGs at the midpoint, including insufficient collaboration at a country level using a multi-sectoral approach and insufficient cooperation between countries, which indirectly impact the UAE's own goals. However, the trajectory of the UAE's achieved indicators is positively influencing the national public health goals which are moving from 'challenging' to 'improving' in many areas.

Innovations in Ophthalmology: Our Vision for a Healthier World

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		<p>Eye Tech Care</p> <p>EYE TECH CARE develops and markets medical devices for the non-invasive treatment of eye diseases. EYE TECH CARE presents the UCP procedure as a focused, adaptable and proven non-invasive treatment for glaucoma.</p>

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Dynamic healthcare innovation takes centrestage in the Start-up Zone

The venue is an exclusive platform for SMEs to display their latest healthcare innovations at the show.



By Anthony Permal

Arab Health 2024 is once again at the forefront of fostering innovation in the healthcare sector, with its Start-up Zone attracting significant attention. This dedicated space within the exhibition is a vibrant hub where emerging healthcare startups showcase their cutting-edge solutions, aiming to revolutionise patient care, diagnostic processes, and overall healthcare delivery. The Start-up Zone is not just a platform for these companies to exhibit their innovations but also serves as a critical

catalyst in the growth and development of healthcare innovation in Dubai and the wider region.

This year, the Start-up Zone is teeming with an array of startups, each bringing forth unique and transformative technologies. From AI-driven diagnostic tools and innovative surgical robotics to NICU one-stop monitoring systems and advanced self-diagnostic tools, the diversity of innovations on display underscores the dynamic nature of the healthcare sector. These startups are not only presenting their products and services but also seeking partnerships, investments, and opportunities.

Below, we delve into this vibrant Zone, highlighting the groundbreaking work some of the presented startups are doing and their impact on the healthcare industry.

Non-invasive surgery

Agilis Robotics has introduced groundbreaking advancements in endoluminal surgery, focusing on the development of highly miniaturised and flexible robotic instruments. These innovations offer exceptional dexterity within challenging anatomies, allowing surgeons to perform intricate

tissue resection procedures with precision and ease through natural orifices. This technological leap enhances the scope and efficacy of endoluminal surgeries across various medical domains, including the gastrointestinal and urinary tracts, throat, and gynaecology, promising significant improvements in patient care and surgical outcomes, and can be used with existing endoscopic and colonoscopic tools.

Interoperability in a box

ArcBox enhances interoperability among critical care medical devices by providing vendor-independent connectivity without the need for middleware. This results in real-time data flow, reducing irrelevant alarms and enabling better clinical decisions. By leveraging IoT technology, ArcBox allows seamless communication between devices, leading to faster, more efficient care and a significant reduction in connectivity costs.

Democratising healthcare

CoHeal.ai is a smartphone app-based innovation that gives patients the power of their vital statistic data availability in their hands. It removes the need for multiple visits and devices at a clinic or home to measure vital signs like heart rate, oxygen levels, glucose and blood pressure, particularly those which require skin pricks or invasion. The app configures any modern smartphone and allows on-the-go testing with no additional devices required. It stores the data on the cloud for instant, anywhere access.

Predictive analytics for clinical decisions

NeoPredix AG showcases a new generation of clinical decision support software to personalise and optimise women's health and neonatal care. By using existing markers that are reported in the 12th week of pregnancy, the software is non-invasive and is used to anticipate and mitigate the risk of jaundice in newborns by forecasting bilirubin with just a few standard clinical values with over 90 per cent accuracy.

Cutting-edge neuro solutions

ANT Neuro provides state-of-the-art solutions for neuroscience and neurodiagnostics, aimed inspiring scientists and clinicians to undertake new actions and gain better insight into the human brain. On display are their 'eego' stream of products which help monitor high-density EEG data and bipolar EMG signals.

Listening for health

tVNS@, or Transcutaneous Vagus Nerve Stimulation, is a significant advancement in non-invasive medical technology. The vagus nerve, a pivotal neural pathway, connects our brain to many of our body's crucial systems. This treatment targets a branch of this nerve situated within the outer section of the ear. With mild electrical impulses, it sends therapeutic signals to the brain, promoting sympathovagal balance and alleviation of symptoms.

Visit the zone today

The Start-up Zone offers a dynamic platform for emerging tech ventures, and this segment of the exhibition has showcased a remarkable array of solutions poised to reshape patient care and medical processes. As these startups continue to grow, the future of healthcare in Dubai and beyond looks increasingly bright, promising enhanced patient outcomes and more efficient healthcare systems.



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French innovator Spartacus-Biomed unveils FILDARIA

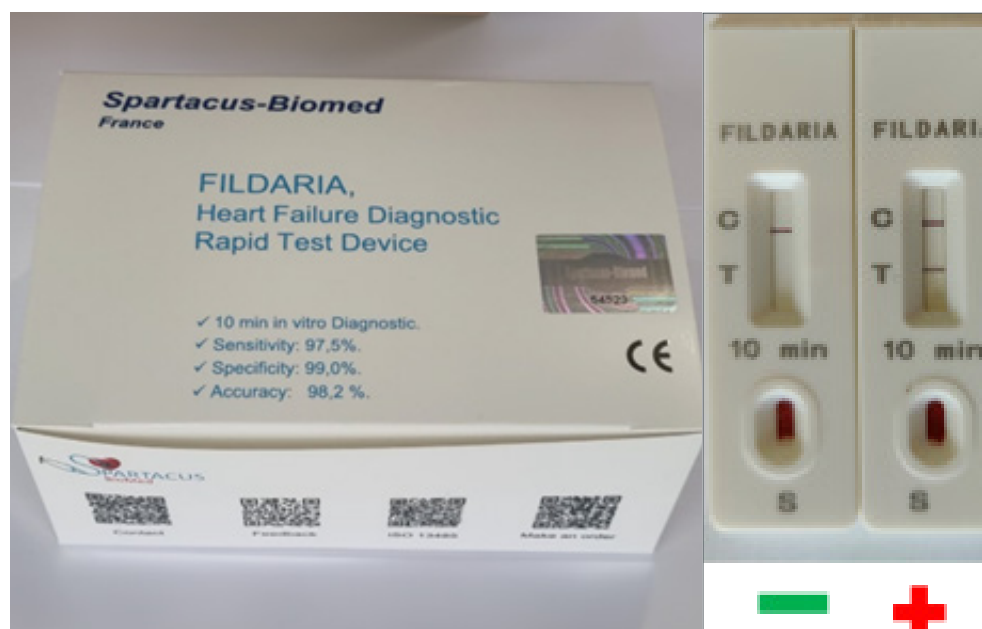
The FILDARIA test effectively aids in the diagnosis of heart failure by providing results in just 10 minutes without reading devices.

Spartacus-Biomed, a French company specialised in the design and manufacture of rapid tests to support the diagnosis of heart failure and infectious diseases, is set to display its products at the French pavilion in Hall Za'abeel 2 (Z2.C51) at Arab Health 2024.

A young innovative company, Spartacus-Biomed holds ISO 13485 certification and two international patents issued in 2019, linked to two major inventions in the field of heart failure. Spartacus-Biomed's participation at Arab Health, the leading medical exhibition in the Near and Middle East, is a special opportunity for the company to unveil its latest innovation and exchange views with the various local stakeholders, thereby strengthening its position in the field of heart failure diagnostics.

FILDARIA: a rapid blood test that helps to diagnose heart failure in 10 minutes

Spartacus-Biomed is innovative with the FILDARIA test, which provides effective aid in the diagnosis of heart failure by providing results in just 10 minutes without reading devices (qualitative response). Protected by two international patents, this product is the result of more than a decade of innovative research and in-depth validation. This



highly innovative diagnostic tool provides effective assistance to healthcare professionals in making a rapid diagnosis of heart failure and avoiding the often too long waiting times between the situation of decompensation for heart failure and the start

of treatment to reduce symptoms and protect the myocardium.

While nearly US\$110 billion is spent annually around the world to fight this serious disease, Fildaria is positioning itself as a powerful solution to reduce

the time before treatment, supplement the results of BNP or NT-proBNP tests when they are available, relieve hospital emergency departments, reduce the demand for echocardiography, and ultimately reduce the cost of care for patients with suspected heart failure. FILDARIA, by providing assistance for a rapid diagnosis of heart failure, represents a significant advance in this area and promises to optimise the management of patients with a positive effect on their prognosis.

By showcasing its innovative technology at the French pavilion at Arab Health, Spartacus-Biomed shares its expertise and demonstrates its commitment to improving health worldwide.

Visit Spartacus-Biomed at the French Pavilion in Hall Za'abeel 2 - Z2.C51

Fildaria is positioning itself as a powerful solution to ultimately reduce the cost of care for patients with suspected heart failure.



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Mitigating misinformation in public health

Trust and transparency strengthen the response to health emergencies, which in turn contributes to preventable morbidity and mortality.

By Anthony Permal

Misinformation in public health is a pervasive issue that undermines public health initiatives, fuels vaccine hesitancy, and exacerbates health crises. In the age of digital media, false health information spreads rapidly, reaching wide audiences and sowing doubt in scientifically backed health recommendations. This phenomenon has been particularly evident during the COVID-19 pandemic, where myths about the virus and vaccines circulated widely, leading to confusion and resistance to public health measures.

Professor Manaf AlQahtani, Chief of Diagnostics at the Royal Medical Services, Bahrain Defence Force and the Royal College of Surgeons in Ireland (RCSI) Medical University of Bahrain, led a session on 'misinformation in public health and the learnings from Bahrain during the pandemic'. He reiterated how the impact of misinformation on public health is very profound as it erodes trust in health authorities and medical professionals, making it more challenging to implement effective public health campaigns. For instance, vaccine hesitancy, fueled by misinformation, has led to lower vaccination rates in certain communities, resulting in outbreaks of previously controlled diseases like measles. Prof. AlQahtani fears there



will be a rise in measles and polio shortly due to the pandemic-fuelled misinformation, and this will grow if significant steps are not taken.

Furthermore, misinformation diverts public attention and resources away from evidence-based interventions, delaying the response to health emergencies and contributing to preventable morbidity and mortality. Combatting health misinformation requires a coordinated effort from public health officials, governments, social media platforms, and the public. Strategies include promoting media literacy, enhancing the

visibility of accurate health information, and implementing regulatory measures to prevent the spread of false information. By addressing the root causes of misinformation and fostering a well-informed public, we can protect public health and improve health outcomes.

Prof. AlQahtani underscored four major areas that form the bedrock of eliminating misinformation in times of health crises, which include building trust, ensuring early announcements, understanding the public, and the display of transparency.

Building trust

With pushing a trust-focused communications campaign, we eliminate fear and lack of compliance, and the public is more open to listening and adhering to health-related rules and requests.

Early announcements

Building public trust early prevents rumours and misinformation from spreading. Senior stakeholders getting involved in the communication helps to use leadership as a key to instilling adherence, as long as it is done well in advance.

Understanding the public

Keeping in mind the public's diverse opinions, beliefs and knowledge bases help understand the specific risks that come with communication and helps to mitigate the same. It respects the public's concerns and addresses their queries.

Transparency

All of the above will continue to be helpful when based on consistent transparency with the public. Keeping the public regularly informed with data and acknowledgements helps sustain trust. It explains the unknowns and keeps the focus on the efforts of the government.

مركز الشيخ زايد للأبحاث الجينية
SHEIKH ZAYED GENETIC RESEARCH CENTER

جمعية الإمارات للأمراض الجينية
UAE GENETIC DISEASES ASSOCIATION

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MONDAY, 29 JANUARY 2024 الإثنين ٢٩ يناير ٢٠٢٤

مبارك بن محمد بن زايد آل نهيان
Sheikh Nahyan bin Mubarak Al Nahyan

وزير التسامح والتعايش
الرئيس الأعلى لجمعية الإمارات للأمراض الجينية
Minister of Tolerance and Coexistence
President of UAE Genetic Diseases Association

المغفور له بإذن الله الشيخ
زايد بن سلطان آل نهيان
Sheikh Zayed bin Sultan Al Nahyan
May Allah Be Merciful To Him

UAE Genetic Diseases Association was founded in 2004 as a dedication to the memory of His Highness Sheikh Zayed bin Sultan Al Nahyan, founding father of the U.A.E.

صاحب السمو الشيخ
محمد بن راشد آل مكتوم
Sheikh Mohammed Bin Rashid Al Maktoum

Opening ceremony of the Sheikh Zayed Research Center by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai - may God protect him - in March 2007.

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About Us
The UAE Genetic Diseases Association (UAEGDA) in the United Arab Emirates is a non-profit organization that provides support, education, and advocacy for individuals and families affected by genetic diseases. Founded in 2004, the GDA has rapidly become a leading voice in the field of genetic diseases in the UAE.

Our Vision
Pioneering preventive and screening programs for health related disorders in UAE and the region.

Our Mission
-Understand the Biochemical and molecular basis of common disorders through implementation of preventive, screening and public awareness program.
-Promote and initiate cutting-edge research and knowledge exchange by using most innovative and cost-effective technologies.

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Unwavering commitment to community healthcare

RAK Hospital stands at the forefront of community initiatives and patient-centric care.

RAK Hospital has emerged as a beacon of healthcare excellence in the region since its establishment in 2007. Founded on the principles of "Patients First, Integrity, Compassion and Readiness", the institution has consistently delivered top-tier healthcare services to Ras Al Khaimah and beyond. What sets RAK Hospital apart is its unique blend of cutting-edge technology, exceptional medical expertise, and a commitment to affordability, making it a distinguished leader in healthcare.

Innovative Community Initiatives

RAK Hospital's commitment to community care goes beyond conventional healthcare services. The hospital has spearheaded several pioneering initiatives aimed at reaching diverse segments of the population, ensuring accessibility to quality medical services.

Hospital on Wheels

RAK Hospital introduced a groundbreaking initiative known as the "Hospital on Wheels". This mobile clinic, staffed by expert medical professionals, travels to high-density residential areas, providing world-class medical services at an affordable cost. This initiative aims to bring healthcare closer to the low-income population of the Northern Emirates.

SAHI - School Health Program

The "SAHI-School Health Program" focuses on the health and well-being of students. By integrating comprehensive health screenings and educational tools, SAHI promotes preventive health measures, fostering a culture of well-being among students through conscious changes in behaviour, habits, and attitude.

RAK Biggest Weight Loss Challenge

In collaboration with the Ministry of Health and Prevention Ras Al Khaimah, RAK Hospital launched the RAK Biggest Weight Loss Challenge. This community initiative now in its fourth edition aims to raise awareness about obesity and motivate individuals to adopt a holistic lifestyle. The success of the program has made it an annual feature. The RAK Biggest Weight Loss Challenge 2024 (RBWLC 24) has achieved a historic milestone, garnering an overwhelming response with over 18,000 participants enrolling from across the UAE. This year's edition, the largest and most inclusive to date, underscores the profound impact of this annual community initiative by RAK Hospital in association with the Ministry of Health and Prevention Ras Al Khaimah.

Creating First-Aid Heroes

In a first-of-its-kind initiative, RAK Hospital committed to training hundreds of security guards as first responders for emergency situations. This groundbreaking programme by the institution aims to save thousands of lives by making First Aid readily available to society. As part of this programme, high-quality BLS-certified Life Support training is being provided free of cost to hundreds of security guards across the emirate of Ras Al Khaimah. Later, the same will be replicated across other emirates of the UAE.

Free Cleft-Lip/Palate Surgeries

Partnering with Smile Train, the world's largest cleft-focused organization, RAK Hospital offers free cleft treatment for children in the UAE and the Middle East. This initiative reflects the



hospital's commitment to addressing congenital conditions and enhancing the quality of life for affected children.

RAK Diabetes Challenge

RAK Hospital introduced a community campaign focused on beating diabetes through intensive lifestyle intervention. The programme, involving expert physicians, aimed to educate participants on managing diabetes efficiently without heavy dependence on medications.

Having completed two editions, the campaign proved that intensive lifestyle intervention can indeed replace prescription medication. Through the initiative, the institution communicated that just popping a pill is not the solution until people are committed to altering their lifestyle to reverse diabetes.

With this move, the community was educated on how diabetes can be managed efficiently without much dependence on

medications. Moreover, the RAK Diabetes Challenge 2023 edition had an astounding participation of almost 5,000 individuals from all over the UAE, firmly cementing its position as the nation's foremost diabetes awareness initiative.

Ancestry Testing Technology

RAK Hospital has introduced the latest Next-Generation Sequencing (NGS) technology for ancestry testing. This advanced and detailed testing allows individuals to trace their ancestors' geographical locations, making RAK Hospital the sole institution in the UAE providing such comprehensive testing.

Nazar Ayeni CSR Initiative

In line with the WHO Global Initiative to Eliminate Avoidable Blindness, RAK Hospital launched the Nazar Ayeni programme, a community health initiative to prevent avoidable blindness. The programme aimed to screen 100 per cent of Ras Al Khaimah residents, particularly focusing

on those who are aged, home-bound, and people of determination.

COVID-19 Initiatives

During the COVID-19 pandemic, RAK Hospital took a holistic approach to patient and employee well-being. This included the launch of the Middle East's first comprehensive Online COVID-19 Rehabilitation Program, regular screening for staff, a special quarantine facility, and a helpline for mental health support.

In conclusion, we can say that RAK Hospital stands as a paragon of healthcare excellence, not only for its cutting-edge medical services but also for its unwavering commitment to community care. Through innovative initiatives and strategic collaborations, RAK Hospital has not only improved healthcare accessibility but has also set new standards in patient-centric care.

As a beacon of innovation, compassion, and expertise, RAK Hospital continues to lead the way in transforming healthcare experiences for the people of Ras Al Khaimah and beyond.



Making Each Life Visual

Every life is unique. Every person's medical treatment should be tailored to meet their individual needs.

In the age of precision medicine, the possibilities offered by biotechnologies, artificial intelligence, and information technology open up completely new avenues for diagnosis, prevention, and treatment.

Precision requires comprehensive information. Collecting, linking, and analyzing data, as well as recording, storing, and evaluating image data therefore represents a critical resource for modern medical practices.

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Dr. Fouziah Mohamed Al Jarallah
CEO of Alinma Medical Services Company
Owner and operator of Hayat National Hospitals Group



Recognition:

- **2021 until Now:**
 - Vice President of the National Health Committee in the Council of Chambers.
- **2017 until Now:**
 - Member & Consultant in the National Centre for Evidence-Based Health Practice.
 - Member of the National Health Committee.
 - Member of the Council of Cooperative Health Insurance "CCHI".
 - Representative of National Health Committee in the Council of Cooperative Health Insurance "CCHI".
- **2017 until 2021:**
 - Vice President of the National Committee for Private Hospitals in the Council of Chambers.
- **2011 until now:**
 - Member of scientific board of Saudi Allergy, Immunology society

Our Message:

The message that we carry at Hayat National Hospitals Group motivates us to choose highly qualified academic cadres in both medical & administrative fields. Therefore, we can fulfill our desired objectives according to set up strategic plans to develop the medical services in private sector depending on the latest scientific bases such as implementing local and international quality and safety standards.



Our Mission
Excellence & Leadership in providing, developing the healthcare services. According to the highest global standards.

Our Vision
Hayat National Hospitals Group seeking the Progress and excellence as the best healthcare provider in KSA

Our Values

- Extreme Care.
- Quality & Safety.
- Trust & Credibility.

Sustainability at the heart of Arab Health

The four-day event is dotted with Informa Markets' sustainable initiatives, including dedicated exhibition zones and the use of renewable electricity to power the show.

The Smart Hospital and Interoperability Zone kicked off on Tuesday with a high-level panel discussion on environmental sustainability in Middle Eastern healthcare. This pivotal session brought together industry leaders and experts to explore strategies for integrating sustainability into the region's healthcare systems.

In 2023, the Department of Health – Abu Dhabi (DoH), the regulatory authority for healthcare in the Emirate, set out ambitious healthcare sustainability goals. These objectives aim to reduce carbon emissions by 20 per cent by 2030 and achieve Net Zero emissions by 2050. The initiative aims to establish a clear roadmap for sustainable healthcare progress, fostering alignment across the ecosystem.

During the session, Jacqui Rock, Chief Commercial Officer of the National Health Service (NHS) England, emphasised the importance of collaboration with innovative suppliers in advancing sustainability goals: "It is about working hand in hand with innovative suppliers, and embracing the phenomenal MedTech out there. While the new technology coming out is mind-blowing, we must always ask how this technology will affect sustainability and the greener agenda. This is something in the NHS we are pushing hard for."

Con McGarry, Senior Consultant, Arcadia Health, stressed the necessity to make a case for sustainability in healthcare more visible: "How do



you demonstrate to people that the actions they are putting in have a visible impact? We should be collecting all the data into a central performance management system to enable meaningful conversations about what we are doing and whether we are doing it correctly and taking the correct actions."

Meanwhile, Richard Cantlay, Global Healthcare Leader at Mott MacDonald, emphasised the urgent

need to break the vicious cycle in healthcare: "This is a cycle that needs to be broken. When you stand back and think about the narrative, which is that health systems are leading to climate change, which is giving people poor health, which is, in turn, increasing demand – it is obvious that healthcare systems need to deal with the issue of sustainability."

Informa Markets, organisers of Arab Health, have made several additions to the exhibition

to make it more sustainable, including utilising renewable electricity, notably decreasing the event's carbon footprint. Additionally, a range of eco-friendly practices have been introduced, such as endorsing public transportation through marketing channels and implementing digital solutions like digital badges and paperless registration to minimise material waste. The introduction of the Better Stands programme has further incentivised exhibitors and partners to embrace reusable stand structures.

Arab Health 2024, which continues until tomorrow (February 1), will showcase groundbreaking technologies at the Smart Hospital and Interoperability Zone, offering immersive demonstrations highlighting the seamless integration of cutting-edge medical equipment and various technologies. Partnering with Cleveland Clinic Abu Dhabi, the Zone features four demonstration rooms spotlighting advancements in labour and delivery, intensive care, and more.

Among the innovative exhibitors at the Zone is e4life, a joint venture between Italian ELT Group and Australian Lendlease, showcasing a device that protects against respiratory viruses with over 90% efficacy by instantly sanitising the surrounding area. Additionally, CareCloud is showcasing a therapy solutions suite that streamlines the entire therapy workflow, enhancing patient engagement and boosting operational efficiency.




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Tech powerhouse introduces generative AI model equipped with 70 billion parameters

Med42's AI assistant aims to help healthcare professionals improve clinical decision-making and reduce diagnosis time.

In the rapidly evolving landscape of health technology, transformative innovations are reshaping patient care, medical research, and decision-making processes. As the world grapples with increasingly complex healthcare challenges, AI has emerged as a compelling force, offering unparalleled possibilities to enhance diagnostics, treatment plans, and overall efficiency of healthcare delivery.

M42, a first-of-its-kind global tech-enabled health powerhouse, is at the forefront of healthcare transformation through artificial intelligence (AI). Flexing its potential to drive technological advancement and push the boundaries of medical knowledge synthesis and patient care delivery, the organisation has developed Med42, a generative AI model equipped with 70 billion parameters.

Med42 is an open-access Clinical Large Language Model (LLM) that ethically, safely, and efficiently responds to medical prompts. It is trained on M42's industry-leading curated dataset of medical knowledge and has already surpassed larger closed models, achieving an impressive 72 per cent score on the US Medical Licensing Examination Sample Exam questions.

Med42 has the potential to improve clinical decision-making, provide customised care, and



Ashish Koshy

reduce time in diagnosis, leading to cost savings and improved patient outcomes.

Ashish Koshy, M42's Group Chief Operating Officer, said: "Med42 marks a significant stride toward expanding global access to healthcare knowledge. The model's capabilities extend beyond answering medical questions; it serves as an AI assistant for healthcare professionals, aiding in the development of personalised treatment plans helping doctors access information faster, ensuring pharmacists decide on correct dosages, and supporting medical researchers in studying treatment options to reviewing literature."

Med42's groundbreaking nature is further



exemplified by encouraging openness and collaboration. The AI tool is available for download on the Hugging Face, and M42 encourages widespread testing, review, and assessment by the scientific and developer community. While Med42 is free for non-commercial use and research, it has responsible and safe usage controls in place.

The development of Med42 was a collaborative effort, with contributions from M42's Abu Dhabi-based team Cerebras, and Core42 — a G42 company dedicated to AI initiatives.

Med42 is set to continue evolving, making health knowledge accessible on a global scale and

contributing to the UAE's position in the global generative AI space. Its capabilities showcase the potential of AI in healthcare and demonstrate how innovation can address real-world challenges and deliver impactful, safe solutions.

Through advancements of such innovation and technology solutions, M42 continues to deliver upon its ambitious vision to democratise innovation and health information while safeguarding ethics and user safety. By championing national and global health and leveraging next-generation medical technologies in this manner, M42 is poised to well and truly revolutionise the sustainable future of human health.

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Revinax marks eight years of excellence in innovation

The French organisation is best known as a leader in using virtual reality to demonstrate operating techniques.

Revinax, creator and publisher of First Person View (FPV) immersive videos (Virtual Reality) of operating techniques and procedures, will offer its innovative solutions by participating for the first time at the Arab Health from January 29 to February 1. The French company will be exhibiting its know-how on stand Z2.B59 in the France pavilion at Hall Za'abeel 2.

Arab Health is the leading trade show for the medical sector in the Near and Middle East and Revinax's participation is an opportunity for the French company to celebrate its eighth anniversary. Present since 2015, on the international stage, the show will enable the company to develop its business in this region, but also to forge new partnerships and showcase its advanced technology.

Immersive video: an unprecedented innovation

Revinax is revolutionising the medical sector as a pioneer in the creation and publication of First-Person View (FPV) immersive videos (Virtual Reality) of operating techniques and procedures. Its new technology is based on technical know-how, such as surgical and medical, which is filmed in stereoscopy (3D) as well as in high definition (4K) under real conditions.

The resulting films are assembled and cut into different chapters corresponding to each step



of the procedure, then these films are implanted in a 360-degree environment. This technology offers a highly emotionally engaging experience, thanks to the absolute realism of the videos. Users immediately see the procedures through the eyes of the expert, as if they were performing them themselves. This enables them to understand the exact procedure and benefit from the expert's explanations. The lessons learned are retained for longer. This method is a real time-saver when it comes to acquiring new skills or revising existing

ones. The films are then available on the Revinax Handbook platform on virtual reality headsets, mobile phones, tablets, and computers. Users therefore benefit from easy and unlimited access.

Revinax: a team of experts with exceptional results

Revinax has posted excellent results. For example, this performance translates into a 65 per cent reduction in practical errors during a lumbar puncture. According to one survey, 94 per cent of

users surveyed said they better understood the procedure, while 88 per cent gained confidence and 91 per cent increased their skills. These figures testify to Revinax's know-how, highlighting its patented technology based on a capture system, making it possible to visualise the operation through the eyes of the expert. This system has been designed to provide simple and effective support to users, as a demonstration and training tool suitable for healthcare professionals and medical devices industries. Arab Health is a special opportunity for Revinax to present this technology through live demos on its stand.

Revinax achievements

- One Revinax Handbook platform with more than 180 films
- Over 22,000 users
- Offices in Paris, Toulouse, New York and Marly (Switzerland)
- Customers present in around 10 countries and on four continents

Visit Revinax at the French Pavilion in Z2.B59

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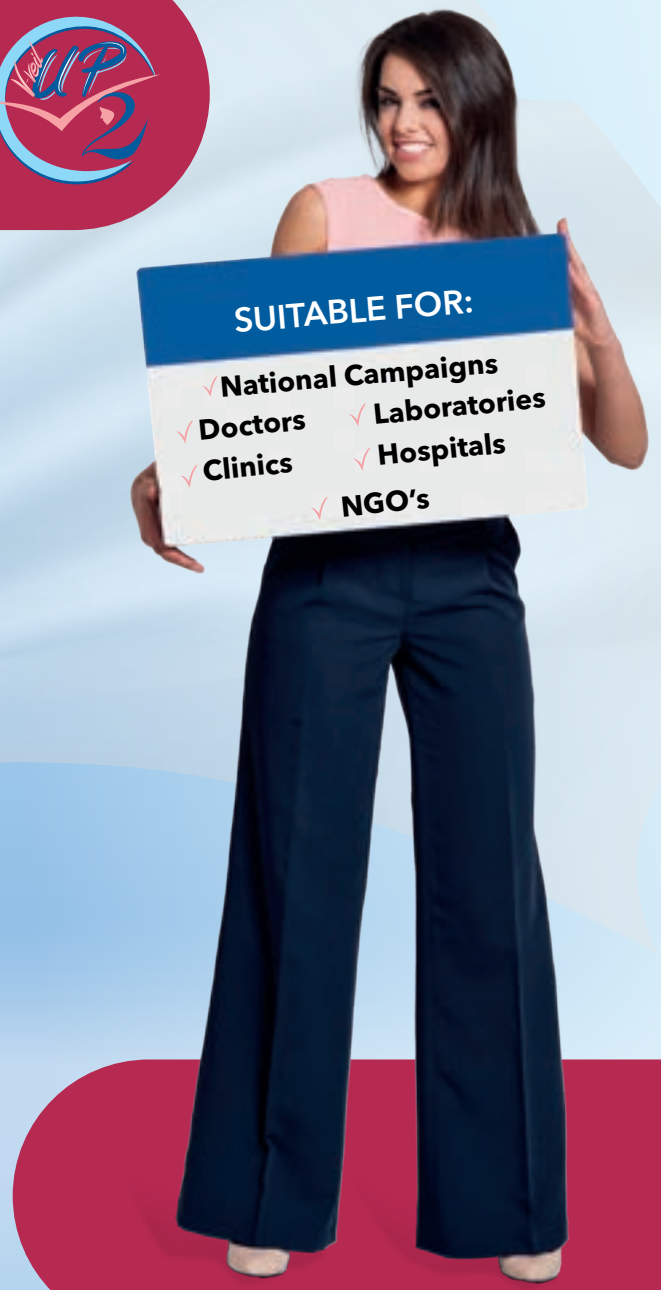
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Game-changing robotic innovation for joint replacement surgery

The state-of-the-art Mako technology by Fortius Clinic enables unparalleled levels of precision, allowing the surgeon to finetune the position of implants.

Fortius Clinic, the UK's largest orthopaedic group based in London, is at Arab Health 2024 to showcase the latest ground-breaking robotic technology enabling surgeons to carry out highly advanced hip and knee replacement surgery for patients with chronic joint problems.

Situated in the prestigious Harley Street Medical Area (HSMA), Fortius Clinic has two state-of-the-art Mako robots and is one of the largest Mako clinics in London. The cutting-edge robotic technology transforms the way hip and knee replacements are performed, helping patients get back quicker to their normal activities while enabling surgeons to have a more predictable surgical experience with increased accuracy.

Suitable for all types of patients, robotic-assisted joint replacement surgery brings many advantages, including shorter operating time and hospital stay, less pain, and faster recovery. Before surgery the patient has a CT scan, which is used to develop a 3D virtual model, allowing the surgeon to accurately plan the joint replacement down to the actual size of the implant required. During surgery, the robotic arm guides the surgeon within a pre-defined area enabling more precise positioning of the implant.

The support of the state-of-the-art Mako robotic technology enables unparalleled levels



of precision, allowing the surgeon to alter the position of the implants by tiny amounts – a degree or a millimetre. The ability to fine-tune the implant position can have a dramatic effect on the eventual outcome for patients and allows surgeons to implant the joint replacement with high degrees of confidence.

Full knee replacement surgery lasts approximately one hour, and patients are permitted to walk soon after the procedure. It also means patients spend less time on the operating table, so they typically recover faster.

With ageing populations and the rise of chronic pain conditions, the demand for orthopaedic surgery to alleviate chronic pain is increasing around the world. There were 37,000 Mako-assisted procedures in Europe and the UK in 2023. In the Middle East, the total population of people aged 60 or over is expected to more than double by 2050 and to more than triple by 2100. Consequently, the number of people in this region requiring surgical interventions for chronic joint pain is expected to increase significantly.

Fortius Clinic Chief Executive Officer Jim

McAvoy said: "Surgery is becoming more advanced, and robotic-assisted joint replacement surgeries are one of the best surgical procedures, enabling patients to have the optimal outcome in terms of recovery. We are excited to be part of the HSMA delegation at this year's Arab Health to showcase this ground-breaking innovation that dramatically transforms the way hip and knee joint replacement surgery is performed, offering patients access to the latest in state-of-the-art robotic surgery."

"As part of HSMA, Fortius shares the same reputation for medical excellence in the UK and abroad. We're proud to be part of a vibrant hub of London's medical community and provide access to leading orthopaedic specialists. Along with the other medical organisations in the HSMA, we offer world-class care and first-class service."

With locations across London, Fortius Clinic is renowned as the largest group of orthopaedic surgeons in the UK – and the 'go to' centre for orthopaedic and MSK conditions as well as sports injuries.

The Fortius Clinic team is located on the Harley Street Medical Area Stand on the ABHI UK Pavilion – H2.F30.

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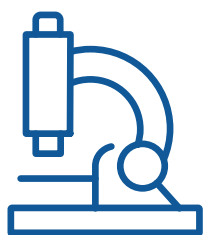
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