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By Informa Markets

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Daily Dose

Arab Health
By Informa Markets

Day 4, Thursday 1 February 2024

The official daily newspaper of the Arab Health Exhibition

Five innovative products spotted

The four-day show saw the unveiling of many exceptional products that are shaping the future of healthcare; here is a list of a few.

By Anthony Permal

1. Contaminated handling, eliminated

No matter how sterile and uncontaminated one tries to be in a medical centre, particularly when preparing for operating or administering critical wound care to a patient, there is always some form of cross-contamination that can occur simply within the confines of the air and the initial touch of the hands to the gloves when putting them on. Additionally, the wastage of constant glove wear and removal throughout the day at a hospital or clinic creates a huge waste issue at a time when sustainability is a key cost saver for healthcare.

Introducing IGIN, who through their debut at Arab Health 2024, is bringing to the medical industry their revolutionary, sterile device that puts the gloves onto the wearer in a closed, sealed environment where no contamination can occur, reducing the risk of tears and wastage and enabling considerable savings for hospitals. It is estimated that US\$49 billion can be saved in hospital waste globally, and this device is truly an innovation that can help.

2. Artificial intelligence for human vitals

A state-of-the-art blood extraction robot launched by Emirates Health Services (EHS) uses its artificial intelligence engine to activate infrared imaging to draw blood from humans, reducing 80 per cent of the time required by medical staff, and halving patient wait time. The infrared precision imaging allows the robot to display better accuracy than traditional methods, thereby reducing human error and potential scarring, and holds 56 patents across five major areas of operation, with three additional patents coming soon.

3. Wearable safety clouds

With its revolutionary electromagnetic technology, e4life devices are small, portable and can fit around your neck as it creates a protective safety cloud around you which sanitises the area you're in instantly. Activated with a single click and having a standard charging port, the electromagnetic field it generates is perfect for those who need to work



in contaminated spaces that have the potential to contain known pathogens, such as in hospitals and clinics as well as operating environments.

The device also comes in a larger format which can be placed in hospital rooms and other medical facilities where air contamination by pathogens needs to be mitigated. The device is placed on a wall in a central location that then uses its technology to uncontaminate the vicinity required around a patient, making it one less thing to worry about for care staff.

4. Virtual reality mental health lab

Traditional treatments for phobias will soon be a thing of the past with the invention of new technology in the realm of neurology and mental health. Emirates Health Services is piloting a mental health lab based on virtual reality that works even without a VR headset, with the pilot being conducted at Al Amal Psychiatric Hospital in Dubai.

The lab creates life-like simulations of real situations to help therapists assess and monitor anxiety and phobia levels within controlled environments. This type of non-invasive, true-to-reality treatment allows patients to immediately trigger 'safe space' conditions if stress levels reach a personal limit due to the immersive presence.

Each session is uniquely tailored to individual patients, with no two situations and environment generations being the same. The conditioning in this setting allows patients to experience the anxious feelings gradually, and hence develop ways to overcome them when faced with the same in real life situations.

Due to the tailored, customisable nature of the lab, in the future treatments could be developed for any phobia and mental health concern.

5. Affordable neurology diagnoses

BrainCapture, a startup based out of Denmark, has

introduced a revolution in medical technology for neurology. Their Electroencephalogram (EEG) wearable device is telemedicine-optimised and AI-led, to offer affordable access to diagnostic equipment and treatment for neurological conditions, including epilepsy. BrainCapture makes the EEG scans accessible in low-resource settings through a mobile app with Bluetooth connectivity, via an amplifier connected to an EEG cap worn by the patient.

The mobile app takes the device operator through a sequence of steps that start with patient information collection, then proceeds to give them guided exercises for calibration, hyperventilation, and photic stimulation to record the EEG with data captured by the electrodes in the cap. The process ends with an evaluation form completed by the operator and uploaded securely to the cloud, allowing remote access by medical specialists.

Arab Health 2024 Floor Plan



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Product showcase

Why the Future of Medicine Matters:
Combining Generative AI and Blockchain
in Transforming Healthcare

Company: Bowhead Health

Location: Transformation Zone
P.K.10, 12:15

Workshops

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, 13:15

Arab Health Symposium

Cleveland Clinic Samson Global Leadership Academy at Arab Health.

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Location: Al Ain C

Today at a glance

Arab Health 2024 Congress

Conference	Room	Start	Finish
Infection Control	Gulf Ballroom, Level 33, Fairmont Dubai	08:15	17:30
Diabetes	Abu Dhabi A, Above Sheikh Rashid Hall, Dubai World Trade Center	08:45	15:45
Orthopaedics	Dubai C & D, Above Sheikh Maktoum Hall, Dubai World Trade Center	08:00	17:00
Quality Management	Abu Dhabi B, Above Sheikh Rashid Hall, Dubai World Trade Center	08:30	16:45
Surgery	Al Ain J & K, Above Hall 4, Dubai World Trade Center	08:45	16:30
Total Radiology	Plaza Tent, Dubai World Trade Center	10:00	18:00

A sneak peek at OTSAW's new multi-purpose robot

After a nine-year journey of innovation, OTSAW, a driving force behind Singapore's robotics landscape, unveiled Camello+, a breakthrough in autonomous mobile robots (AMRs), at the show.

OTSAW adopts a multifaceted approach by creating versatile and adaptable robots to address real-world challenges across different industries. Having crafted a multitude of robots, OTSAW has refined its extensive experience in robotics to develop Camello+.

The ambition behind Camello+ challenges the conventional robotics approach, shifting away from single-purpose robots. Equipped with interchangeable modular attachments, this innovation allows it to serve diverse

industries concurrently, ranging from healthcare to logistics and security.

"We brought together all our robotics expertise to create Camello+, our first-ever multi-purpose robot that can serve multiple industries. It's been a journey; we needed to learn from making different robots for different purposes before creating a multi-use one," said Ling Ting Ming, CEO and Founder of OTSAW.

"Amidst the growing labour shortage, industries face an urgent need for innovative solutions. Our new multi-purpose robot Camello+ is not just an upgrade. It's a breakthrough in the robotics industry, integrating numerous solutions in a single robot catered for various uses."

Visit OTSAW at the Singapore Pavilion H8.A57



Dubai Health Investment Guide to future-proof healthcare in the emirate

New edition highlights the areas of investment healthcare companies can focus on.



By Anthony Permal

The Dubai Health Investment Guide, an initiative by the Dubai Health Authority (DHA), has been a pivotal resource for investors in the healthcare sector, reflecting Dubai's ambition to become a leading global hub for healthcare investment and medical tourism. The guide, updated annually, provides comprehensive insights into the evolving landscape of Dubai's healthcare sector, showcasing investment opportunities across various medical specialities that are in current demand and anticipated future needs.

Aligned with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of the UAE, and Ruler of Dubai, the guide is instrumental in fostering an investment-friendly healthcare ecosystem. It is a crucial tool for both local and international investors, offering detailed information on key areas, including innovation, digital health, medical equipment, and more, especially in the post-COVID-19 context where sectors like rehabilitation, tertiary care, medtech startups, and home care are gaining prominence.

The 2024 edition of the Dubai Health Investment Guide will build on this foundation, based on extensive research from KnightFrank and the DHA to identify the latest areas ripe for investment. With healthcare in Dubai growing steadily, drivers behind this year's edition were decided based on a variety of factors, key among them being the growing new population areas and age groups, thereby increasing the need for new primary care centres that provide the exponentially growing care needs. These then feed into the secondary, higher tier of care which

is required at hospitals and clinical headquarters, which in turn require the data and technological excellence to make the entire process from a public and private as well as payor perspective as seamless as possible.

The research looked at population data and housing needs in the emirate, which showcased the growing number of singles and new couples in the current and coming years and also looked at the affordable, premium and critical patient care demands. New population centres mean more healthcare needs, which translates into more healthcare hospitality and customer care.



This care comes from the fact that Dubai is known for not just treating the disease but also treating the human.

"The UAE has a young population," said Dr. Ibtesam Al Bastaki, Director of Healthcare Investment, Dubai Health Authority, who helped launch the Guide, "and this increases the risk of chronic diseases. Coupled with growing tourism due to Dubai being a hub, and industrial growth with its central location, we need to attract more entities who can help us fulfil the healthcare needs of the people."

With cardiovascular disease being one of

the leading causes of mortality, followed by oncological disease and road accidents, the growing focus areas include mental health, public health awareness, MedTech, rehabilitation, genomics and population health management. "Digitech and artificial intelligence also continue to be crucial to future health solutions here."

During the launch of the Guide, it was mentioned that in 2022, when Dubai's health expenditure came to Dh21.4 billion, approximately 65 per cent of that spend was on curative care, and not enough on preventive, which has been a major area of concern for government decision makers if the city is to have a healthy populace. There is a focus on the DHA's agenda to include funding and insight into preventive education. Preventive care needs are growing in the emirate, with the government and private health entities increasing their investment in public awareness and campaigns.

Additionally, tertiary care is highlighted in the Guide as a third tier in care maintenance that is growing fast. Tertiary care includes highly specialised healthcare services that involve advanced medical technologies and procedures such as rehabilitation, mental health treatment, advanced oncology and neurology services, NICUS and high-level neonatal care.

The Guide is aimed at entities and individuals looking to expand into Dubai and provides complete, end-to-end insight from starting points, licensing needs, which departments are mandatory to navigate, who the persons of interest and authority are, as well as how to get things done from scratch. For existing investors in Dubai's healthcare sector, it is a great resource in understanding where to expand services next, given the current near-future needs of the emirate.

Healthy lifespan in focus at Future Health Summit

The Future Health Summit will highlight groundbreaking advancements in reverse ageing and longevity.

The scientific and medical community is now focusing on a new paradigm in human health and a new market in life sciences with almost limitless potential, following business intelligence firm, Grand View Research's anticipation that the global longevity and anti-ageing market will reach US\$183 billion by 2028.

Field pioneers and world-leading longevity researchers will convene at the invite-only, high-level third Future Health Summit at the Museum of the Future to discuss groundbreaking advancements in reverse ageing and longevity, emphasising the transformation of human health span.

With the UN World Population Prospects report predicting a 16 per cent increase in the global population aged 65 and above by 2050, a 10 per cent increase from 2022, recent years have witnessed a burgeoning fascination with the prospect of leveraging cutting-edge research to slow or even reverse the ageing process, ultimately aiming to enhance well-being and extend human longevity.

In alignment with this demographic shift, the UAE has integrated positive ageing into its Social Cohesion Strategy, outlined in its 2021 Vision and Centennial Plan 2071. With diverse demographics and recent initiatives like the Golden Visa Programme attracting an older population, the UAE anticipates demographic changes, requiring policymakers to establish an adaptive ecosystem.

Ross Williams, Exhibition Director for Informa Markets, said: "In the UAE and the wider Gulf region,



there is a revolutionary vision to increase the average lifespan of the population, and the Future Health Summit will enable the experts in the field to gather under one roof to understand the latest developments, technologies and key players that are invested in bringing this vision to reality."

Hosted by Arab Health, the Future Health Summit will take place on Thursday from 10am to 2pm, bringing together senior government officials and CEOs operating within the healthcare sector.

The opening remarks for the event will be made by Shaista Asif, Group Chief Executive Officer of PureHealth, one of the largest healthcare platforms in the Middle East and Arab Health's National Healthcare Champion. Asif will delve into the fascinating realm of the Science of Longevity,

unveiling innovative strategies aimed at ensuring people live longer, healthier lives. PureHealth's pivotal role as Arab Health's National Healthcare Champion adds an extra layer of significance to the insights that will be shared during the Future Health Summit.

Shaista Asif, Group Chief Executive Officer of PureHealth, said: "The innovation space around healthcare is transforming, and so too are perspectives. Healthcare today is not just about technological development or medical advancement, PureHealth believes modern healthcare is about unlocking time for humankind. The world is currently witnessing a shift in interest towards the science of longevity; and pivoting with this shift, PureHealth is on a mission to help people

lead longer, healthier, happier and fuller lives, through innovation and collaboration. The Future Health Summit provides a vital platform for exploring breakthroughs and addressing barriers in the science of longevity. We are excited to participate in this summit and be part of this insightful event."

The Future Health Summit agenda will explore "Bridging the Gap Between Lifespan and Healthspan," featuring Dr. Mehmood Khan, CEO of Evolution Foundation, Riyadh, KSA.

Meanwhile, panellists for the discussion on "The Longevity Economy: Navigating the Next Frontier" include Dr. Yoshiki Sawa, Professor at Osaka University and Advisor to CiRA at Kyoto University, Japan; Prof. Dr. Evelyne Bischof, Founding Vice President of Healthy Longevity Medicine Society and Chair of the Scientific Advisory Board at Longevity Science Foundation, Munich, Germany; Marc P. Bernegger, Founding Partner of Maximon and Longevity Investors Conference, Zurich, Switzerland.

The agenda will also address "The Opportunity for Investment in Longevity Biotech" with insights from Dr. Michael Ringel, Managing Director of Boston Consulting Group, Boston, USA.

Closing remarks will be made by Dr. Fatima Al Kaabi, Director General, Emirates Drug Establishment and Executive Director of Abu Dhabi Bone Marrow Transplant Program at Abu Dhabi Stem Cells, a PureHealth subsidiary. Center Vice-Chair, UAE National Multiple Sclerosis Society.



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Shedding a load off the obesity industry

How new weight loss medications are changing lifestyles and healthcare

By Anthony Permal

Over the past two years, the weight loss medication landscape has evolved significantly, with new drugs capturing the attention of both the medical community and consumers seeking effective obesity treatments.

These medications represent a paradigm shift in the weight loss industry, moving away from traditional diet and exercise-centric approaches to incorporating advanced pharmacological interventions. Their popularity stems not only from their effectiveness but also from a growing acknowledgment of obesity as a complex, chronic condition requiring medical intervention.

Efficacy of medications

Notably, medications such as semaglutide, marketed under names like Wegovy and Ozempic, have risen to prominence. Originally developed for diabetes management, semaglutide has shown substantial efficacy in weight loss by enhancing satiety and reducing appetite. Another notable entrant is tirzepatide, sold under the brand name Mounjaro, which has been praised for its dual action on glucose-dependent insulinotropic polypeptide (GIP) and glucagon-like peptide-1 (GLP-1) receptors, leading to significant weight reduction and improved metabolic health.

As these drugs gain traction, they are reshaping the strategies employed in the battle against obesity, offering new hope to individuals



struggling with weight management, and redefining the role of medication in the overall treatment of weight gain.

Expert insights

At the recent Surgery conference, Dr. Mohamed

Salih Ahmed, Consultant Physician at Al Zahra Hospital in Dubai, offered key insight into the weight loss medications currently growing in prominence and demand in Dubai, as well as their long-term impact on patients and the acceptance – or lack thereof – among bariatric surgeons.

Dr. Ahmed highlighted the key research finding that patients who lost a low amount of weight due to these medications generally resulted in gaining weight back after stopping the treatment, and some gained more than they lost. Whereas, those patients who lost a greater amount of weight tended to see only a slight increase in weight after the treatment ended. This is a key concern among proponents of bariatric surgery, who point out the long-term benefit of direct surgery as a weight loss solution. However, Dr. Mohamed was quick to point out that while hospitals and surgeons who offer this surgery may see a drop in obesity patients requesting intervention due to available medication now in the market, relevant HCPs must provide the full spectrum of available options, which include both surgeries as well as medication-only.

The increase in new medications on the market is only set to grow more. Aside from semaglutide (Wegovy and Ozempic) and tirzepatide (Mounjaro), which are mostly injectables, oral treatments are also on their way, with case studies for orforglipton (once-daily oral) showing promise, with FDA approval seemingly expected, and cagrilintide (CagriSema) currently being tested in type-2 diabetes and obesity patients.

With around 70 new treatments in the pipeline, the future holds promise for combating obesity, albeit with ongoing concerns about side effects, costs, and the necessity of long-term usage.

RAK Hospital: an integral part of UAE's transformative healthcare journey

Dr. Raza Siddiqui reflects on the UAE becoming a global epicentre for healthcare innovation and collaborative ventures.

By Deepa Narwani

On the sidelines of the show, we caught up with Dr. Raza Siddiqui, the Group CEO of Arabian Healthcare and Executive Director for RAK Hospital, who shared his reflections on the evolution of Arab Health and the UAE healthcare industry, which, according to him, has become a global epicentre for healthcare innovation and collaboration.

He commented: "Arab Health 2024 marks 16 years of our company's participation at the annual event. I consider myself blessed and lucky to see the transformation of this renowned exhibition, which has become one of the most important and visited in the world."

Dr. Siddiqui said that RAK Hospital has been serving the people of the region for the last 16 years. "We have been part of the UAE healthcare industry's transformation journey," he said. "I have seen the change unfold before me where people from the UAE would travel outside for their healthcare needs. In fact, I came to promote India as a medical tourism destination and was taking away patients from here! However, today, I'm proud that this country has become self-sufficient and



attracts people from all over the world for quality healthcare. RAK Hospital was an integral part of this initiative."

Furthermore, he emphasised that people from around the world come to RAK Hospital

for advanced care, such as heart surgeries, neurosurgery, knee transplants, and hip and knee replacements, among other services.

Dr. Siddiqui also highlighted that the Arabian Healthcare Group has recently become a part

of the United Nations Office for Disaster Risk Reduction (UNDRR), of which he is a founding board member. He highlighted that RAK Hospital will be designated as one of the first resilient hospitals. He also shared that the UNDRR will soon develop a protocol through which hospitals will be accredited to be designated as resilient hospitals.

In conclusion, he said: "Arab Health is an extremely important event to attend as healthcare is growing in this region. People from all over the world visit the UAE for healthcare because this is the best place in the world today, offering all the latest treatments in a safe environment. There are a lot of new opportunities to explore in the UAE, and the country will also be the next most important medical tourism destination. People from all over the world want to come to all the seven emirates for tourism, shopping, entertainment, as well as to visit the healthcare facilities here that offer excellent services to international patients in terms of both quantity and quality."

Watch the video interview here

- <https://www.youtube.com/watch?v=91jCQ4h1Mml&t=111s>

Visit RAK Hospital at stand C.C100

Japan steps up to bridge innovation gap in the medical device industry

Dr. Yoshiki Sawa leads efforts to introduce Japan's biotech expertise to the rest of the world via Japan Health 2025.

By Farhana Chowdhury

Japan is renowned for advancements in bioscience and robotics as well as regenerative medicine, however, taking this expertise from bench to bedside on a global front has been a challenge for medtech entrepreneurs for a long time, reveals Dr. Yoshiki Sawa, Professor of the Department of Cardiovascular Surgery, Osaka University Graduate School of Medicine, Director of Osaka Keisatsu Hospital, and advisor to Center for iPS Cell Research and Application (CiRA) at Kyoto University.

Organisations involved in medical device development are faced with three hurdles — the Devil River, Valley of Death, and the Darwinian Sea — which are specialised business terms that describe the lifeline of a new project and its products. According to Dr. Sawa, biotech companies in Japan have made strides recently to overcome the Valley of Death stage thanks to the efforts of the Government of Japan from an economic and academic perspective.

He said that now is the best time to strike the iron, and by that, he means giving organisations a trustworthy global platform to showcase their expertise, widen their prospects and share Japan's innovations with the rest of the world. This is where Japan Health, an international healthcare exhibition initiated by Dr. Sawa, organised by Informa Markets, and dedicated to the booming



medical devices industry, steps in. The exhibition, scheduled to take place between June 25 and 27 in Osaka next year, will serve as an important meeting point for both Japanese and foreign businesses to exchange knowledge, spark conversations and create opportunities for networking, which in turn would generate a sustainable podium for the global medical devices industry.

Japan Health further coincides with EXPO 2025 Osaka whose theme of "Designing Future Society for Our Lives" sets the tone for the upcoming event. Commenting on the source behind the inspiration, Dr. Sawa owes it to his first visit to Arab Health. "I visited Arab Health a few years ago and it left a big impression on me," he added.

His experience of witnessing industry leaders



captivate audiences with thought-provoking conferences alongside his visits to booths featuring next-gen healthcare solutions under one roof motivated him to introduce a similar format in Japan.


With Japan recently earning the world's longest life expectancy title, healthy ageing and longevity are buzzwords in the professional community. The country is already setting milestones in related care — one being the commercialisation of First-In-Human allogeneic iPS cell-derived cardiomyocyte cell sheets to help patients who are prone to heart failure. Dr. Sawa is also involved in promoting the research and development aspect of other innovative cell therapy products.

Complimenting this large-scale effort, he will be sharing his experience at the Future

Health Summit as a panel member of a session titled, "Longevity Economy: Navigating the Next Frontier". The session takes place at 11am today at the Museum of the Future.

Japan Health 
By Informa Markets

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The diabetes tsunami and its prevalence in the Gulf

Insights into the size, mortality, and financial drain in the region caused by the lifestyle disease.



By Prof. Khalid Al-Rubeaan

Diabetes mellitus is a global health problem that has put some Gulf states among the top 10 countries facing high prevalence exhausting both the health and financial system of those countries. The disease is growing faster than healthcare services development, which would explain the huge pressure on the health system, especially when financial expenditure is set to double by 2035, and based on what has been done so far, it will be difficult to slow the spread of this epidemic.

Despite the disease challenge, there are very limited primary or secondary prevention programmes initiated for type II diabetes in the GCC. The most alarming issue related to this disease is the increasing morbidity and mortality observed from different clinical studies lately.

It is estimated that there are 8,758,056 patients with diabetes among the population older than 25 years in the six Gulf states contributing to 21.6 per cent of the targeted group as shown in the following table out of whom, half is unaware of their disease.

This will exclude type I and II patients with diabetes among those who are younger than 25 years, which contribute to 29.9 per cent where the prevalence of diabetes was 10.84 per cent, where about 90 per cent of this age group were unaware of their disease.

The risk factors behind the diabetes tsunami are what is known globally, mainly obesity, lack of exercise, and high-calorie intake. The adoption of unhealthy dietary habits observed in the GCC countries was confirmed by a recent meta-analysis study where the majority of GCC populations are not meeting the internationally recommended intake of fruits and vegetables, associated with a rise in sugary beverage consumption. This is associated with a reduction in daily physical activity increasing the prevalence of obesity ranging between 37.9 per cent in Kuwait and 27 per cent in Oman. On top of those risk factors, ageing, and genetics have made this disease spread faster and to a wider age group, especially type II in adolescents.

Clinical studies have demonstrated a high rate

of chronic complications where >30 per cent have diabetic retinopathy, and >10 per cent suffer from nephropathy. Diabetes-related vasculopathy is the leading cause of ischemic heart disease and is associated with high mortality among those patients reporting an all-cause mortality rate of 16.98 per 1,000 person-years and SMR (95 per cent CI) of 1.93 (1.86–2.00). Diabetes in the GCC countries is the leading cause of blindness, renal failure, and limb amputation.

Although the rich Gulf countries are spending more money on this disease than other Middle East countries, this did not materialise in any improvement in either disease control or better management and outcome. Those countries are facing the consequences of this epidemic with

more patients in a wider age group and high pressure on the health system, especially cardiac and renal services. Gulf states provide better healthcare to their inhabitants using modern technology, which has improved patient quality of life but did not stop disease spread or reduce the load of patients presenting with complications.

Diabetes mellitus is still growing in these countries at a rate of one per cent annually and killing more than 10 per cent of adults, where 50 per cent are under 60 years of age which compromises their GDP. The disease costs the society and economy a huge and rapidly increasing burden. The six Gulf states need more effective healthcare systems, better society awareness, and active mass lifestyle programmes to stop

the spread of one of the most prevalent diseases they are facing. Improving patient management at primary, secondary, and tertiary levels will put this disease under better control. Mass lifestyle modification and cultural education will give a better chance of controlling the epidemic of this disease and its complications.

References available on request.

Prof. Khalid Al Rubeaan is the Director of Research and Scientific Center at the Sultan bin Abdulaziz Humanitarian City in Riyadh, Kingdom of Saudi Arabia. He will be speaking at the Diabetes conference at 9am today.



Growth opportunities for the fourth pillar of oncology

A defining characteristic of interventional oncology in the future may be a well-developed clinical and research infrastructure.

By Dr. Jamal Alkoteesh

The future of interventional oncology holds enormous potential, given the ability to leverage emerging technologies; a commitment to research and education will ensure that this field is well-positioned for the future.

Interventional oncology (IO) is a subspecialty of interventional radiology focused on treating patients with cancer using minimally invasive, image-guided procedures. The role of interventional oncology has become so integral for supporting patients with cancer that many consider it the fourth pillar of oncology — a recent addition to the traditional pillars of medical oncology, surgery, and radiation oncology. As highlighted herein, authors predict opportunities for growth in precision oncology, immunotherapy, advanced imaging, and novel interventions, facilitated by emergent technologies like artificial intelligence, gene editing, molecular imaging, and robotics. Beyond these technological breakthroughs, however, the defining characteristic of interventional oncology in the future will be a well-developed clinical and research infrastructure that enables greater integration of interventional oncology procedures into standard practice.

Progress in IO has been made possible by advances in cross-sectional imaging modalities: ultrasound, magnetic resonance (MR), computed



tomography (CT), and positron emission tomography (PET). As interventional radiology has made technical advances, IO has leveraged them to allow physicians to provide precision cancer treatment. IO has also developed in recent years as medical oncology shifts toward more patient-centred and individualised

treatment approaches. It leverages imaging to precisely plan treatment, guide the procedure, target the tumour, and assess treatment outcomes. IO is focused on three main areas of cancer intervention: diagnosis, therapy, and symptom palliation. In all cases, one major benefit is a localised effect on the



tumour or a single organ in the body with minimal systemic side effects.

Dr. Jamal Alkoteesh, MD MSc FRCR CCST EBIR EDSI FPAIRS, is the Chief of Interventional Radiology at SEHA - Abu Dhabi. He will be speaking at the Radiology conference at 5pm today.

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Joint Commission International sets focus on continuous accreditation program

Catalyzing Excellence: JCI set to unveil 8th edition standards for hospitals and academic medical centers (AMC).



By Farhana Chowdhury

Accreditation plays a pivotal role in ensuring the quality, safety, and efficiency of services within the healthcare industry, and the US-based Joint International Commission (JCI) continues to be a leader in this respect.

Armed with decades of expertise in the healthcare industry, JCI has become a prestigious symbol for healthcare organizations that strive to achieve a high standard of quality care and patient safety. JCI further equips healthcare providers with the tools and resources necessary to strengthen health systems and encourage professionals to excel in their field.

"JCI is part of a parent company, The Joint Commission, and is currently the largest healthcare accreditor in the world. We are present in more than 70 countries, accrediting hundreds of healthcare organizations with multiple different services and solutions, and we continue to expand our portfolio and reach," said Dr. Joel Roos, Vice President of International Accreditation, Quality Improvement and Patient Safety at the Joint Commission International.

In UAE alone, JCI accredits more than 200 healthcare organizations spanning various settings such as hospitals, ambulatory clinics, laboratories and more. According to Dr. Roos, many of these healthcare organizations hold multiple certifications that also accredit their ambulatory care settings and other facilities.

"While the majority of current JCI-accredited healthcare organizations are hospitals and academic medical centers, we also accredit non-

hospital settings such as ambulatory clinics, home care, laboratories, long-term care, medical transport, and primary care providers. For large organizations with multiple sites, we now offer an Enterprise Accreditation Program to support the modern healthcare systems that consist of several hospitals, separate ambulatory care centres, and possibly some freestanding laboratories, all that feed into each other and operate as a system," Dr. Roos added.

JCI Accreditation Standards are presented in detailed format, each outlining a set of goals and guidelines for active JCI-accredited healthcare organizations. Its 8th edition is currently in the final stages of development, and Dr. Roos highlights that we are expected to see a streamlining of existing standards by 85 to 90 per cent, and an increase in certain focus areas such as sustainability.

"Sustainability is one of the new chapters in the 8th edition. Given the current state of the world and with the recent COP28 held in Dubai, we have been asked when we would be including standards to address this subject. And so, we have partnered with the Geneva Sustainability Centre, an organization housed within the International Hospital Federation, to jointly develop environmental sustainability standards," he said.

JCI is passionate about initiating conversations about sustainability and encouraging organizations to pay close attention to this area of concern. Dr. Roos added that environmental sustainability is a key global trend, with the UAE being the most notable country making great strides compared to many areas of the world. "Environmental

sustainability requires resources which some countries or organizations may not be able to allocate at this time; hence we understand concerns about achieving or maintaining accreditation as part of the new standards," he said.

JCI's goal is to work with all healthcare organizations to drive adoption and help them improve their environmental sustainability initiatives. "As we want to encourage environmental sustainability, we are still fine-tuning the scoring mechanism to help organizations adopt these standards and best drive improvements without penalizing them, especially those that are just beginning to make changes and improvements. These discussions are still ongoing, but we are committed to moving forward with environmental sustainability in terms of hospital accreditation," he said.

Additionally, JCI recently launched a new laboratory program based on ISO standards based on market demand, particularly in the Middle East and UAE regions. This new Laboratory Program combines its strengths in hospital and laboratory management with the ISO's strong technical and process requirements.

As JCI prepares to introduce its Continuous Accreditation Program, Dr. Roos added that leadership, commitment and involvement are key factors that drive safe and reliable delivery of care in hospitals and organizations.

"Going through an accreditation process to improve quality and safety is a team sport, and there are many competing priorities for a healthcare organization to consider. Without full

team involvement and leadership driving it, it will not succeed. Leadership commitment and engagement, to me is the first step."

Teamwork between quality improvement coordinators and chief medical officers, alongside the involvement of staff members in the hospitals, could enhance efforts to achieve high standards of quality care and patient satisfaction.

Dr. Roos highlighted that the biggest misunderstanding healthcare organizations have is thinking that JCI guidelines are prescriptive. He believes that a hospital should determine the best solution that meets the goals of its facility, which could vary from one organization to another and within the regions in which they operate.

He further advised that organizations should focus on the maintenance of accreditation at all times, much like physicians who continuously work on improving their craft after receiving their initial board certifications.

"At the end of the day, the goal is to shift the focus from serving the accreditation process to enabling quality improvement and patient safety and ensuring sustained improvements in hospital operations," he concluded.

Dr. Joel Roos will be speaking at the Quality Management conference at 11.20am today. His session is titled, "Elevate quality: Empower sustained progress through continuous accreditation program and JCI's 8th edition standards".

Exploring proctologists' gold standards of treatments

Best evidence-based treatment for haemorrhoids, anal fissures and pilonidal sinus – what is supported by scientific literature?

By Dr. Katalin Kalmar

New treatment methods pop up every few years in proctology. The main driving force behind this is evolving technology and the desire to ease patient suffering. But we must admit that the gold standard treatments for these frequent and bothersome diseases are far from ideal.

The gold standard haemorrhoid surgery accepted by textbooks and universities is still the good old haemorrhoidectomy, according to Milligan-Morgan, Parks or Ferguson. This is a famously painful procedure that often deters patients from getting their problems treated. But what are the other options proctologist can offer to patients? Could newer technologies like stapled haemorrhoidopexy, ultrasound-guided suture haemorrhoidopexy, or laser haemorrhoids procedure, offer better outcomes for the patient? Is there any evidence to prove that?

And what about anal fissures? Having this disease is a real pain and the offered treatment methods are burdened with a high recurrence rate, not to mention, a chance of anal incontinence. How are we treating anal fissure these days? There are huge differences from country to country. In the UK, botulinum toxin injection has become one of the most favoured methods, while in Germany this approach is banned. In such cases, what does



scientific research say about the best treatments for anal fissures, and how do they compare to the gold standard anal sphincterotomy?

Pilonidal sinus is a frequent ailment in the young population. The gold standard treatments

are burdened by a high recurrence rate or very long healing time. Are the new technologies such as skin-sparing excision, EPSIT, or SiLac offering better healing? Find out more at my session

Dr. Katalin Kalmar, MD, PhD, is a European Board-



Certified Coloproctologist and Consultant Physician at the Mediclinic City Hospital in Dubai. She will discuss recent scientific evidence on the best approach to treating frequently encountered proctology concerns at the Surgery Conference at 9.30am today.

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Epigenetics for healthier menopause among women

Epigenetics, also known to be the science above genetics, is closely linked to the peak performance of the human body.

By Dr. Maryam Matar, M.D. Ph. D. MBA

Epigenetics tries to address the relationship between environmental factors and genetic makeup. In simple terms, the DNA inherited from parents is the hardware, while epigenetics is the software that can be updated.

Epigenetics lifestyle

Human body peak performance is linked to epigenetics and telomere length.

Telomeres are unique DNA repeats found at the ends of the genetic material-bearing chromosomes which play vital roles in multiple cellular processes because they protect chromosomes from end-to-end fusions and chromosomal instability. Lifestyle factors such as smoking, lack of physical activity, obesity, stress, exposure to pollution, etc. as well as cellular processes can potentially increase the rate of telomere shortening and the pace of ageing.

Enough scientific evidence is available to suggest that four essential elements have a significant impact on restoring optimal telomere length and enhancing the body's optimal performance: Meditation, Sleep, Nutrition, and Exercise.

Incorporating four epigenetics practices for healthier menopause

Menopause is one of the major transformational journeys for women in the age group of 45-plus. Most women experience



Dr. Maryam Matar, M.D. Ph. D. MBA, is the Founder of Sheikh Zayed Research Centre and Founder and Chairperson of UAE Genetic Diseases Association, Dubai UAE. She has been recognised as one of the most powerful scientists in the UAE since 2014, and is among the top 20 Arab scientists with the biggest contribution to humanity by the British Scientific Community 2016.

menopause between the ages of 45 and 55 years as a natural part of biological ageing.

Epigenetics has a huge potential to help manage the two major side effects of menopause, significant loss of sleep and irregular sleep, and cellular ageing by protecting telomere length.

Meditation's profound impact on telomere length and ageing

The trials by Dr. Elizabeth Blackburn on ways to protect telomeres suggest that exercise, eating healthily and social support all help to protect telomeres but one of the most effective interventions is meditation.

Sleep: Be consistent with your sleep schedule, avoid large meals, caffeine, and alcohol before bedtime, and most importantly, be aware of the circadian clock and the impact of light

Nutrition: Lifestyle factors such as an unhealthy diet, physical inactivity, or smoking habits have been related to shorter leukocyte telomere length, a biomarker of the "biological age" of cells, as opposed to the "chronological age."

Physical activities to improve telomere health: A study published in the European Heart Journal found that a single 45-minute jog spiked telomerase activity in exercisers for several hours afterwards. Because the higher overall heart rate when doing endurance and interval exercise stimulates the cells that line the inside of the blood vessels, this causes an increase in telomerase.

References available on request.

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Revolutionary Ovarian Tissue Cryopreservation opens doors to instant fertility preservation

Ovarian Tissue Cryopreservation is emerging as a transformative option that provides a beacon of hope for patients requiring urgent medical interventions.

HealthPlus Fertility Center, an M42 company, is making significant progress in fertility preservation by introducing Ovarian Tissue Cryopreservation (OTC), an innovative procedure. This groundbreaking technique offers a rapid solution for women who face immediate medical treatments that might compromise their ability to conceive in the future.

OTC is emerging as a transformative option for instant fertility preservation, providing a beacon of hope for patients requiring urgent medical interventions. The procedure stands out for its efficiency and speed, allowing individuals to safeguard their ovarian tissue promptly.

What makes OTC particularly notable is its inclusivity for young patients. The procedure extends its benefits to young girls in need of urgent intervention or those having issues with genetic diseases accelerating oocyte loss. HealthPlus Fertility Center, through OTC, underscores its commitment to providing comprehensive and inclusive fertility care.

The process of OTC involves a minimally invasive keyhole surgery performed under general anaesthesia, utilising laparoscopic tools. During this surgery, a portion of one of the ovaries is extracted,



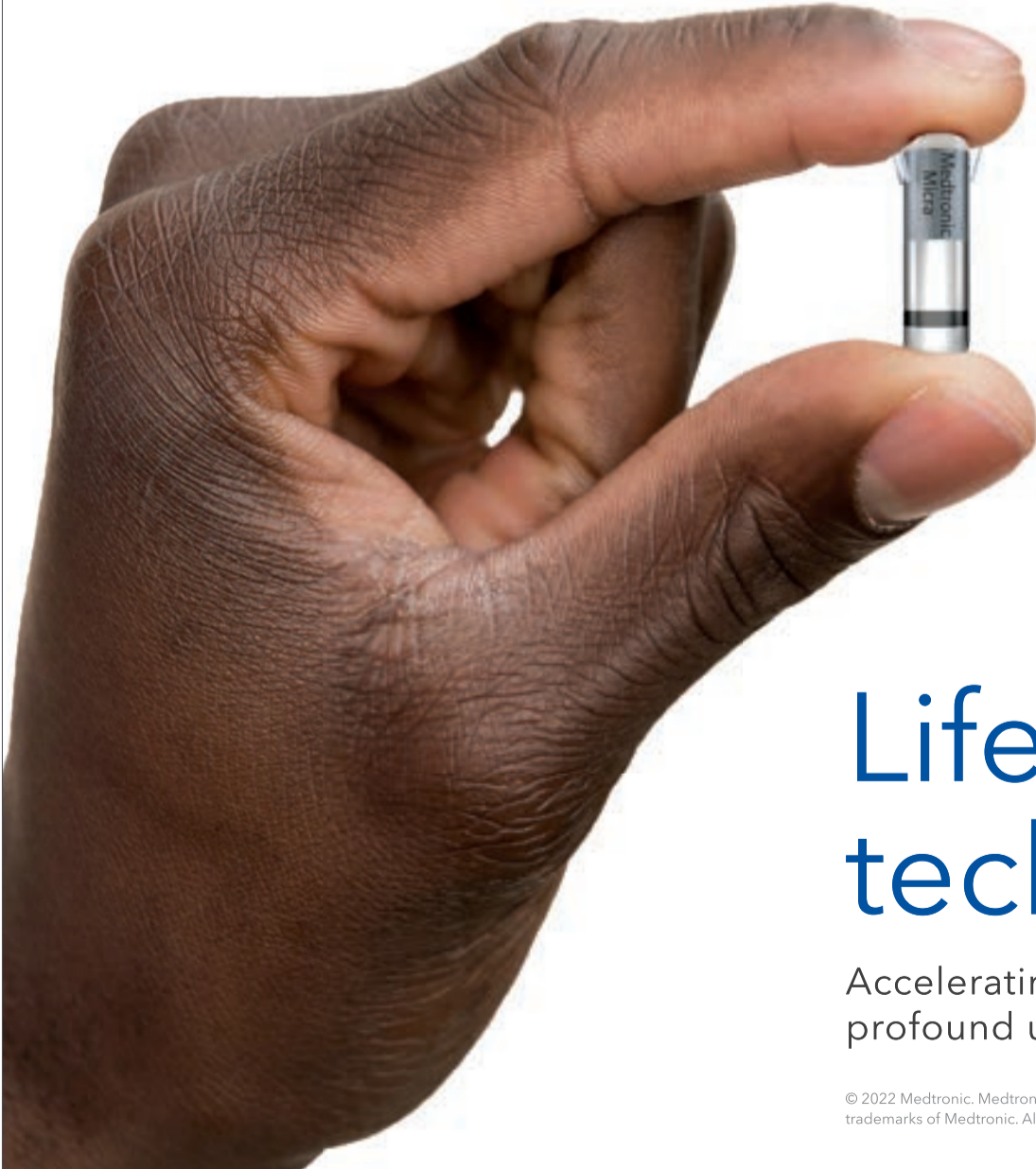
and the tissue is then cut into thin strips. These strips are immersed in a preservative fluid before being transported to the laboratory for freezing. The use of ultra-low temperature cryogenic freezers ensures the safe preservation of ovarian tissue.

For cancer patients undergoing treatment, OTC gives hope amidst challenging circumstances. Cancer treatments often carry the risk of impacting fertility, prompting oncology experts to encourage discussions around fertility preservation before

the onset of treatment. Dr. Walid Sayed, Medical Director and Consultant in Fertility & Reproductive Endocrinology (IVF) at HealthPlus Fertility Center, emphasises how OTC can preserve reproductive abilities, enabling patients to prioritise their health while enhancing their chances of having children post-treatment.

Dr. Sayed underlines the commitment of the centre to leveraging cutting-edge technologies for the benefit of patients. Professor Ahmed Elbohoty, Consultant — Reproductive Health and Infertility, highlights the revolutionary nature of OTC in aiding female patients experiencing rapid fertility loss.

As an M42 company dedicated to exploring health-tech solutions, HealthPlus Fertility Center continues to lead in innovative fertility treatments. OTC adds a new dimension to the centre's offerings, providing a crucial option for instant fertility preservation and hope for women facing complex health challenges. With a proven track record of assisting couples in conceiving and a team of Western-certified professionals, HealthPlus Fertility Center remains at the forefront of fertility care, ensuring that patients receive the highest standard of care and the most advanced fertility preservation options available.



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Leader Healthcare: 15 years of pioneering excellence, nurturing talent, and shaping the future of healthcare

Leader Healthcare was recently awarded the special title of “Top Employer in the Private Sector” by Ajman University, which solidifies its commitment to creating a culture of continuous growth.

In the dynamic realm of healthcare, Leader Healthcare proudly stands as a paragon of innovation and leadership, exemplified by the recent accolade of being the Top Employer in the Private Sector, conferred by the esteemed Ajman University. This recognition is not merely a reflection of our achievements but a spotlight on the intricate dance of brilliance that defines our enduring journey toward becoming a true leader in the healthcare landscape.

Our symbiotic partnership with Ajman University and many others like it has been pivotal in shaping the narrative of Leader Healthcare. The convergence of exceptional minds, honed within the crucible of Ajman University's legacy, now spearheads our organisation, steering us towards new horizons of success. Such collaboration is more than a strategic alliance; it is a testament to our commitment to nurturing talent and fostering an environment where innovation thrives.

Over a period of a decade and a half, beyond the immediate triumph of professional accolades, this recognition mirrors the robust ecosystem meticulously cultivated within Leader Healthcare. We take profound pride in providing a workplace sanctuary where innovation is not just encouraged but celebrated, where resilience is not only recognised but revered, and where collaboration stands as the



cornerstone of our achievements.

This once-in-a-lifetime acknowledgement propels us to fortify a culture that extends beyond the confines of daily operations — a culture that prioritises continuous growth, well-

being, and the unleashing of the full potential of each individual within the organisation. The responsibility to deepen this culture is now doubly reinforced, guided not only by the echoes of past successes but by a vision for an even

more transformative future.

Leadership Excellence is not just a goal but embedded in our organisational DNA. As we proudly lead the region's healthcare with a vision aligning with the nation's interest, we reiterate our commitment to being at the forefront of medical innovation, setting new industry standards, and consistently delivering excellence in all aspects of our operations. We envision a landscape where our organisation is not just a participant but a true influencer, shaping the trajectory of the global healthcare industry.

"Innovation at the Core" is not just a slogan but a guiding principle that permeates every facet of Leader Healthcare. We understand that to be a true leader in the healthcare landscape, we must continuously embrace change, stay at the forefront of technological advancements, and pioneer novel approaches to healthcare delivery, traits which Leader Healthcare is known for.

As we celebrate the 15 years of healthcare excellence anniversary, Leader Healthcare would like to extend its immense gratitude to all who have been a pivotal part of it. Our vision extends beyond immediate successes; it encompasses a future where Leader Healthcare is synonymous with transformative healthcare solutions, groundbreaking research, and unparalleled patient care.

GMG unveils the future of wellness

Explore GMG's innovative booth which features over 20 exclusive global brands with a strong commitment to wellness.

By Deepa Narwani

The GMG stand at the show has become the centre of attention thanks to its unique and engaging booth concept and interactive product hubs. The company is putting the spotlight on over 20 of its health and beauty brands from all over the world.

In an interview, Hamda Baker, President of Health and Beauty, GMG, said: "All of our brands come with a strong message of giving back to the communities. Many brands are natural, organic, and good for the individual and the environment. As GMG, that has been our strong suit, and we are at the forefront of showcasing our commitment to sustainability and providing a better and greener future."

When asked about GMG's participation at Arab Health 2024, Hamda Baker shared that the company has been exhibiting at the event for several years and is excited to participate. "It is a pleasure being part of such a big exhibition and being at the centre of all the innovation and technology flowing throughout the healthcare industry," she added.

According to Hamda Baker, this year, the GMG team had a unique vision for their booth, which features a conveyor belt, rotating walls, lift and learn concepts, along with an interactive and digital wellness vending machine. "Our message this year is making healthcare accessible and showcasing

that in a slightly more fun way to connect with our consumers. Across our booth, you can see different product placements that have been converted into interactive hubs," she highlighted.

For instance, the stand features a conveyor belt where visitors can see the different products rotating. "There is also a revolving wall that showcases that healthcare is not just about looking at pharmacies or the industry from a purely treatment perspective. The industry needs to be looked at from a more holistic perspective in terms of both an individual's physical and mental health," Baker emphasised.

Commenting on industry trends, Hamda Baker said there is a shift towards convenience, and individuals are getting more aware of their mental, physical and emotional well-being and are making more efforts to take care of themselves. People are also looking for more natural, sustainable solutions, and this is where the company is also focusing its efforts.

She concluded: "The UAE healthcare industry is booming. We have seen a lot of technology and innovation come into the market, both from a B2B and B2C perspective, which shows the support the healthcare industry is receiving from the government. And where better than Arab Health to see all the innovation and the industry evolve!"

Visit GMG at stand C.C79



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Revolutionary healthcare AI assistant to ease burnout

The conversational AI by Innovaccer is designed to reduce workload and enhance care delivery making generating complex analytic insights as easy as texting.

Innovaccer, a leading health data platform accelerating healthcare innovation, launched InScribe at the show on Wednesday. The AI technology transcribes, analyses, and summarises conversations between healthcare providers and patients in ambulatory care settings. It helps to drive high-quality outcomes across population health, customer relationship management, patient engagement, value-based care, self-serve analytics, and more.

"With InScribe, we are demonstrating our commitment to investing in and developing AI technologies that ensure high-quality healthcare data, ensuring providers have the right data in the right setting at the right time," said Abhinav Shashank, cofounder and CEO of Innovaccer. "This announcement perfectly complements our forward-thinking strategy, which revolves around the central pillar of improving productivity. We are moving from burnout to AI-driven productivity, simplifying healthcare delivery while improving care quality and patient experience. This endeavour offers a game-changing solution for Middle East healthcare organisations and enables a swift move toward realising Vision 2030 across the region."

This innovative tool boasts two distinct offerings:

Enterprise: Integrated with InNote, Innovaccer's point-of-care assistant for clinicians, this version



of InScribe elevates the experience of InNote users with relevant documentation and clinical insights drawn from EHR and claims data.

Individual: A stand-alone web-based tool with a mobile companion app, this version is aimed at independent practitioners and small provider groups. The intuitive UI design enables users to sign up and use the tool in minutes.

In addition to transcription and analysis, InScribe uses advanced AI technology to prepare encounter notes and clinical insights on quality in care gaps, coding gaps, and potential diagnoses for clinicians to consider. By helping to reduce time spent on documentation and streamlining workflows, InScribe empowers providers to deliver high-quality, patient-centred care.

"InScribe isn't just a transcription tool — it is a game-changer in the AI assistant space. It not only documents the conversation but also nudges the provider with real-time clinical insights during a visit," Shashank added. "Burnout is at an all-time high. With InScribe, we aim to reduce clinicians' administrative load and redirect their time back to their patients."

InScribe's AI technology has been specifically designed and contextualized for healthcare, ensuring accurate and reliable documentation. Innovaccer continues its mission of pioneering AI-powered solutions that redefine healthcare workflows, and InScribe adds to its lineup of technology solutions dedicated to innovation in healthcare.

In addition to InScribe, Innovaccer will be introducing three additional AI solutions to accelerate the Middle East's progress toward Vision 2030. These include Sara for Insights, which allows executives and analysts to obtain immediate answers to complex queries using plain English; Sara for Care Management, which assists care coordinators in spending more time with patients by aiding with documentation and care planning; and Sara for Experience Center, which optimizes workflows and enhances consumer engagement for contact centre agents through task automation and process optimisation, ensuring exceptional customer service levels.





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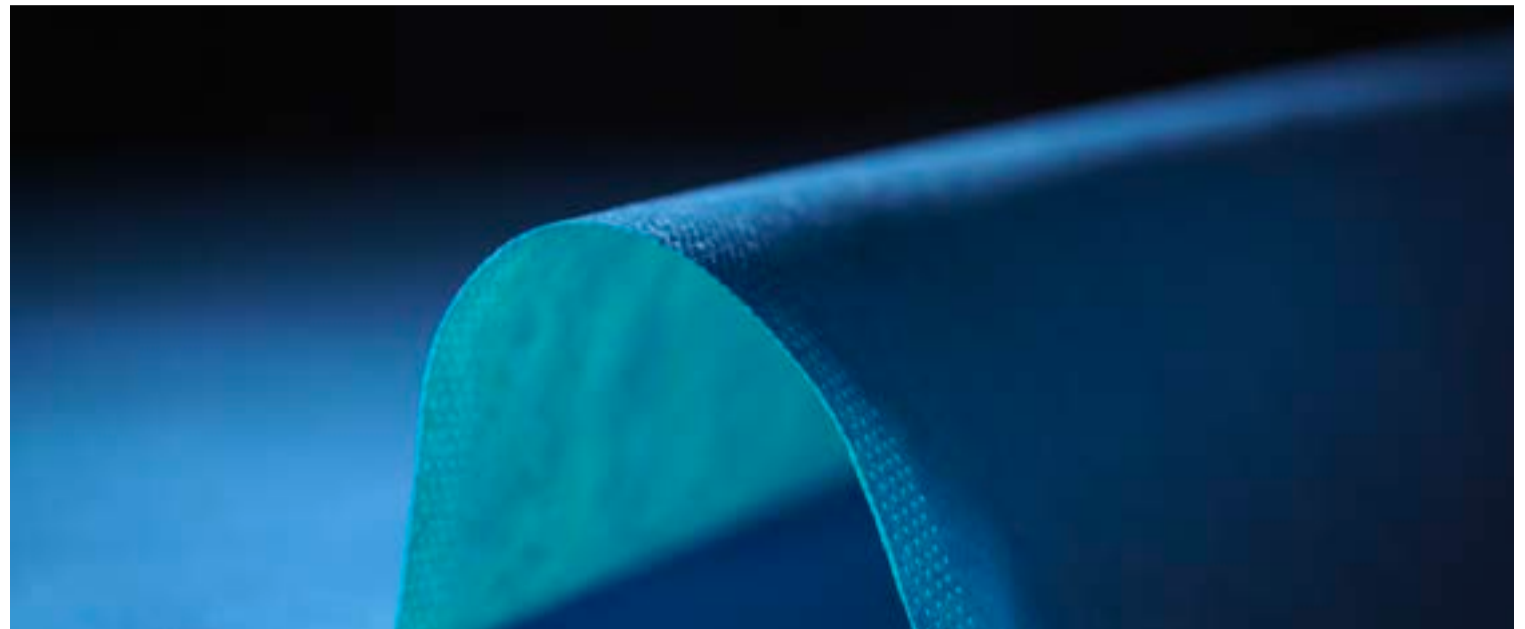
French company Ahlstrom Specialties is renowned for its single-use sterilisation wraps.

Ahlstrom Specialties, a French company and world leader in special fibre-based materials, specialises in the design and manufacture of single-use sterilisation wraps in CSSD and the OR. The company is exhibiting its latest innovations in the France pavilion at Hall Zabeel 2.

This participation marks a first for the company, which, after having visited the show several times as a visitor, seized the opportunity to present its products as a France Pavilion exhibitor. The company will thus be able to meet new partners and strengthen its international presence as a leader in sterilisation wraps manufacturing, material for surgical drapes and gown manufacturers and collection cards (blood, DNA, etc.) manufacturers.

Reliance fusion: Sterilisation wraps synonymous with transformation and expertise

The product incorporates the optimal properties of cellulose and polypropylene materials in the form of a double-layer wrap. The inner layer, made of a highly absorbent cellulose-based sheet, is unique and patent pending. This progress makes it possible to absorb any residual moisture that may occur at the end of a steam sterilisation cycle. This extended absorbing capacity makes it possible to reduce the drying time of a steam sterilisation cycle by



30 to 40 per cent. The outer layer, made of 100 per cent SMS polypropylene, forms a sterile barrier to protect against micro-organisms.

The problem of residual moisture, also known as a wet pack, can lead to the surgical team systematically rejecting the operating tray when it is opened, which is thus tackled with a precision approach by Ahlstrom. The slightest drop of water, a potential vehicle for micro-organisms and a sign of a faulty sterilisation

process can have serious repercussions in terms of costs, as well as postponing an operation. In the interest of efficiency, Ahlstrom combines the best technologies to offer a high-performance solution with Reliance Fusion.

Global leader in sterilisation wraps

Ahlstrom stands out for its unique know-how. The company positions itself as a global leader in fibre-based materials with a focus on innovation,

quality, and sustainability of its products. With an international presence, Ahlstrom operates several manufacturing plants in France, the US and India. With more than 5,000 customers in 100 countries, the French company has established itself as a benchmark in the sector. Participation in Arab Health represents a strategic opportunity to promote its products in the Near and Middle East, as well as to develop its presence in this dynamic market.

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



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- **2017 until Now:**
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 - 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.

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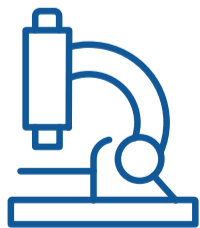
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