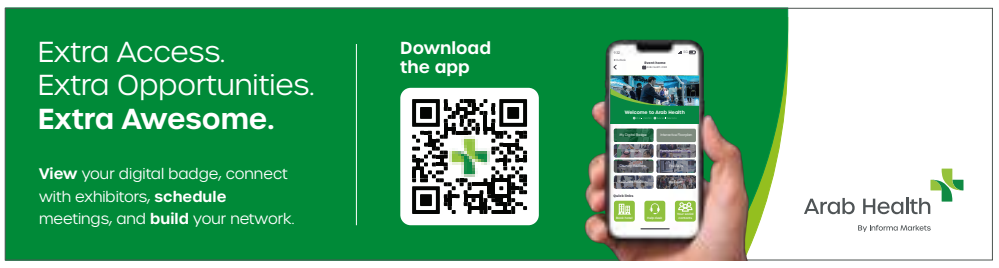

Arab Health
By Informa Markets

Daily Dose

Day 2, Tuesday 30 January 2024

The official daily newspaper of the Arab Health Exhibition

Maktoum bin Mohammed visits the show

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai and Deputy Prime Minister and Minister of Finance of the UAE, opened the 49th edition of Arab Health yesterday.

Speaking on the occasion of the event's inauguration, H.H. Sheikh Maktoum said that under the visionary guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, the healthcare sector of Dubai is set to further consolidate its benchmarks of excellence by providing best-in-class infrastructure, deploying the latest technologies, and attracting skilled talent.

"Dubai's focus on delivering high-quality, patient-centred medical care through strong public-private partnerships has significantly enhanced its reputation as a leading regional and global healthcare hub. By bringing together the world's foremost healthcare expertise and institutions and fostering an environment for excellence and innovation in the sector, Dubai continues to consolidate its status as a premier healthcare destination. Healthcare remains one of our highest priorities in line with the government's objective to make Dubai one of the world's best places to live and work," H.H. Sheikh Maktoum added.

During the tour, His Highness visited pavilions of M42, Dubai Healthcare City, Emirates Health Services, the UAE Ministry of Health and Prevention, Philips and GE Healthcare, where he was briefed about their latest services and products. He also visited the Italian pavilion.

H.H. Sheikh Maktoum toured the exhibition, accompanied by Abdul Rahman bin Mohammad bin Nasser Al Owais, Minister of Health and Prevention; Abdulla Al Basti, Secretary-General of Dubai Executive Council; Mansour Ibrahim Al Mansouri, Chairman of the Department of Health – Abu Dhabi; Awadh Seghayer Al Ketbi, Director-General of the Dubai Health Authority; Dr. Amer Ahmad Sharif, CEO of Dubai Health; Helal Saeed Al Marri, Chairman of Dubai World Trade Centre Authority, and a number of senior officials and healthcare experts.

Ushering a new era in public health

By Anthony Permal

Public Health innovation was front and centre on the morning of Day One at Arab Health, with Dr. Ramadan AlBlooshi, Acting Director & Advisor, HQ — Public Health Protection Department at Dubai Health Authority indicating that Dubai's ambitions for public health development reach far beyond just healthcare, but go into the heart of the infrastructure of the emirate.

With the pandemic highlighting the public health effectiveness – or lack thereof – in various countries worldwide, the way forward is to ensure the infrastructure of any city and country is directly tied to the public health strategy being developed. From new technologies and innovation to advancements in regulatory legislation and the modernisation of communications and data systems, healthcare is not only about medical health alone but everything related to the overall health of the individual.

Continued on page 24

Arab Health 2024 Floor Plan

- Entrance/Exit
- The Village
- Parking
- First Aid
- Info Booth
- Lactation Pod (for new mothers)
- Blood Donation

- BA Badge Assistance
- EB Exhibitor Badge Assistance
- IH Exhibitor Info Hub
- CS Exhibitor Customer Service
- CA Charging Station
- PO Press Office Above Hall 3

H1 - H8 : Halls 1-8

S1 - S3 : Saeed Halls 1-3

SA : Sheikh Saeed Arena

MU : Al Multaqua

M : Sheikh Maktoum Hall

R : Sheikh Rashid Halls

Z1 - Z7 : Za'abeel Halls 1-7

- Disposables & Consumer Goods
- Healthcare & General Services
- Transformation Zone Smart Hospital & Interoperability Zone behind Hall 7
- Healthcare Infrastructure & Assets
- Orthopaedics & Physiotherapy
- Imaging & Diagnostics
- IT Systems & Solutions
- Medical Equipment & Devices
- International Halls/ Medical Equipment & Devices
- Wellness & Prevention

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Today at a glance

Arab Health 2024 Congress

Conference	Room	Start	Finish
CSSD	Level 33, Fairmont Dubai	08:00	17:15
Emergency Medicine and Critical Care	Abu Dhabi A, Above Sheikh Rashid Hall, Dubai World Trade Center	09:15	17:45
Obs & Gyn	Dubai C & D, Above Sheikh Maktoum Hall, Dubai World Trade Center	08:30	17:30
Public Health	Abu Dhabi B, Above Sheikh Rashid Hall, Dubai World Trade Center	8:15	17:30
Surgery	Al Ain J & K, Above Hall 4, Dubai World Trade Center	09:00	17:15
Total Radiology	Plaza Tent, Dubai World Trade Center	10:00	18:00

Panel

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Hayat Organ Donation

One selfless act can give recipients a second chance at life. UAE residents with a valid emirates ID can volunteer for this onsite.
Location: Plaza, OS.C90

Visit The Village

Take a break from the hustle and bustle on the show floor, eat, drink, socialise, and recharge.
Location: Outside Za'abeel Hall 4-6

What's brewing in 2040?

Exploring the revolutionary blend of technology, wellness, and community that will drive the needs of tomorrow's healthcare consumers.

By Deepa Narwani

In a groundbreaking session at today's Transformation Talks, Reenita Das, Partner and Senior Vice President at Frost & Sullivan, UAE, is set to ignite minds with her discourse on 'The Starbuckization Model of Healthcare in 2040.' The talk promises to unravel the unexpected parallels between your morning coffee ritual and the future of healthcare. Das, a thought leader in the industry, will offer insights that reach beyond today's successful healthcare business models. She will shed light on the future healthcare landscape where technology takes the reins, propelling us into an era defined by efficiency and predictability and where technology becomes the catalyst for transformative results.

Das said that she would highlight who the emerging healthcare consumers will be in 2040 and what their needs will be like. "The Gen-Y and the Gen-Z generation will be the ones who will be greying by 2040, and their needs will be very different from the baby boomer generation."

For example, she explained that the Gen Z generation is completely hyper-connected - they live in the digital world. They are looking at building virtual communities and are going to be the front runners of the metaverse. They are looking at healthcare to become a grab-and-go or a click-and-fix model. However, at present, the healthcare system is not catering to that. So, how do we make that shift?

"By 2040, Gen Z will be taking over 60 per cent of the world in terms of healthcare. To meet their needs, we need to rethink the traditional healthcare model. My presentation will focus on how the industry needs to move to a well-being and care economy, focusing more on prevention, diagnostics and screening. I will also touch on the growth and investment opportunities for companies that will be there in this new world. These include wellness as a service, wellness insurance, and looking at connected robotic communities where robots can learn from experiences of other robots and build communities," Das emphasised.

By 2040, the world will also be facing a high level of mental health problems because an increasingly virtual world can create melancholy, isolation, and overwhelmingness, Das said. "We need to be prepared to meet these needs. We have the tools today that can help us cater to this changing environment in the next 10 to 15 years."

Das is also one of the judges for Innov8 Talks taking place at the show where startups and entrepreneurs from around the world are pitching innovative concepts.

She concluded: "Last year, we had some amazing companies who showcased pathbreaking technologies. This year, we will continue to look for solutions that can solve problems and make the lives of consumers easier."

Reenita Das will be speaking on 'The starbuckization model of healthcare in 2040' at the Transformation Talks, **behind Hall 7, at 11am today.**

Latest innovation in neurosurgery to boost related treatment

The live demonstration, led by an industry expert, will showcase new advancements in optimising stereotactic radiosurgical treatment of neurovascular disease.

Cutting-edge technology to optimise diagnostic angiograms for treatment planning for neurosurgery in real-time will be demonstrated live by a renowned clinician at Arab Health 2024.

The procedure is being carried out in a state-of-the-art operating theatre located in the ABHI UK Pavilion by Mary Murphy, a Consultant Neurosurgeon at The National Hospital for Neurology and Neurology, Queen Square London.

Led by Murphy, the live demonstration will showcase new advancements in optimising stereotactic radiosurgical treatment of neurovascular disease using the innovative Brainlab Elements Treatment Planning System, designed to enable a new level of precision in treatment planning for stereotactic radiosurgery. Murphy will demonstrate the efficacy of its Elements SmartBrush and image Fusion Angio module.

The session will offer insights into how together these modules can optimise diagnostic angiograms for treatment planning, enhancing the patient pathway and experience during radiosurgical planning and treatment.

Murphy explains: "The overall patient experience and journey are enhanced with the Amethyst Radiosurgery team, techniques, and technologies. We are proud to be pioneering this technology at our London facility, where a large proportion of our private patients come from

the emirates and the Gulf region. We are excited to showcase how these unique capabilities can enhance patient outcomes."

Gamma Knife Radiosurgery (GKRS) — also called stereotactic radiosurgery — is a well-established method of treating selected brain tumours or lesions in the brain. It is not surgery in the traditional sense because there's no incision. Instead, it uses very precise beams of gamma rays directed to the treatment area in the brain, optimised to hit only the target without damaging surrounding healthy tissue.

GKRS is one of the treatment options for Arteriovenous Malformations (AVMs) and is well documented in the UK for its high clinical efficacy when compared to traditional microsurgery.

Amethyst Radiotherapy Queen Square Radiosurgery Centre in London offers state-of-the-art Gamma Knife radiosurgery using cutting-edge Brainlab treatment planning software, a game-changer in stereotactic radiosurgery and radiotherapy. With the Elements Contrast Clearance Analysis software, the Queen Square Radiosurgery team can enhance the quality and control of treatments, offering a more precise approach to identifying potential challenges related to radiation necrosis.

The team is also optimising neuro-vascular treatment using Elements SmartBrush and Image Fusion Angio module which enable the definition of vascular structures. These software modules allow clinicians to optimise planning and treatment for neuro-vascular patients. This transformative technology allows Queen Square Radiosurgery Centre to streamline diagnostic angiograms for treatment planning, eliminating re-catheterisation. Approximately 900 patients a year receive SRS radiosurgery at Amethyst's Centres in the UK.

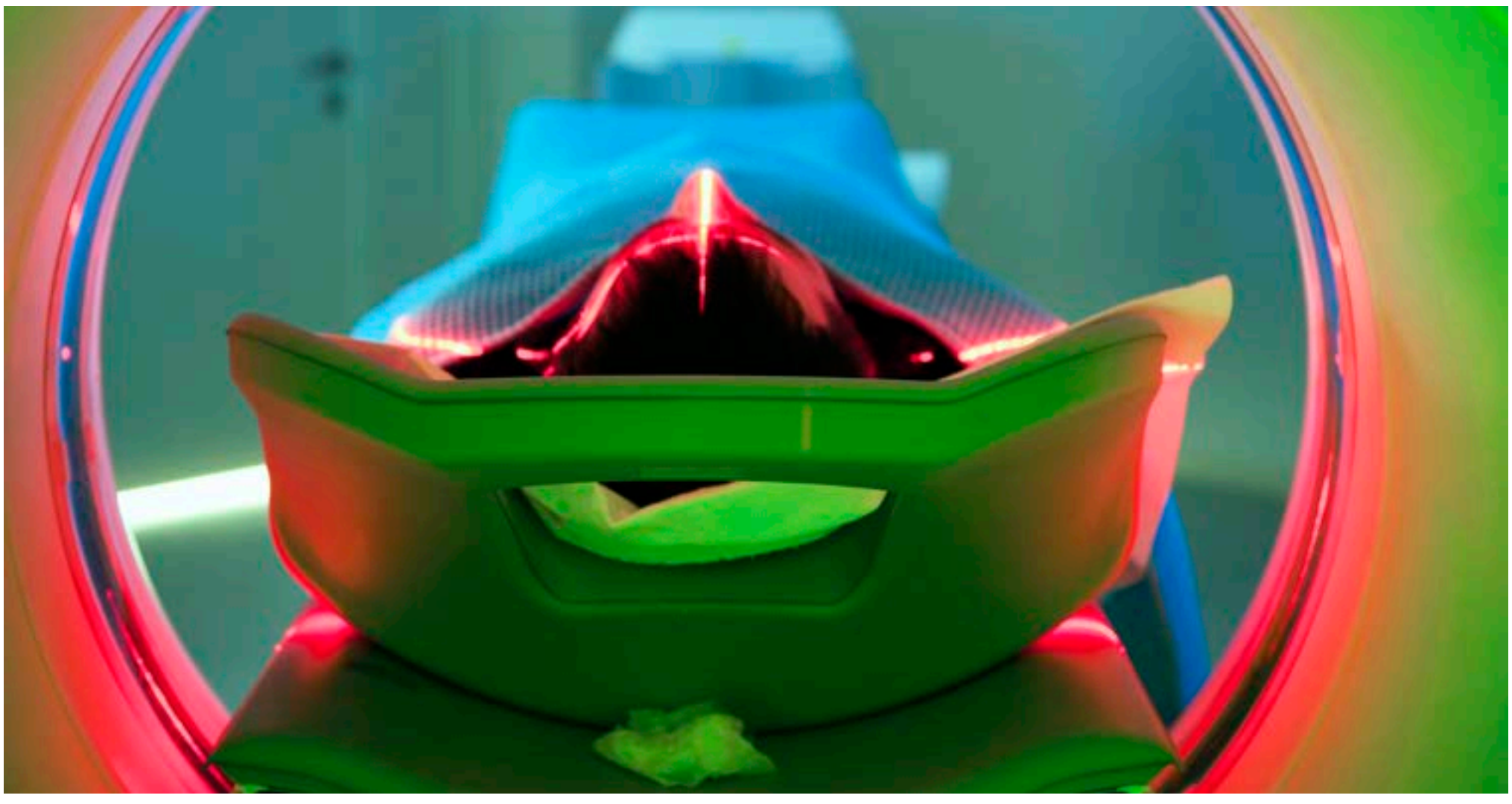
The Queen Square Radiosurgery Centre works alongside Thornbury Radiosurgery Centre in Sheffield, as two NHS England-approved Super Centres for Stereotactic Radiosurgery with a national and international reputation for best-in-class radiation treatment of brain tumours.

The demonstration, "Gamma Knife stereotactic surgery coupled with Brainlab "Elements SmartBrush and Image Fusion Angio module", led by Murphy, will take place on January 30 (Tuesday) at 1pm at the ABHI UK Pavilion at Hall 2 Stand F30. A leading figure in her field, Consultant Neurosurgeon Murphy is at the forefront of using cutting-edge techniques and state-of-the-art technologies, such as Gamma Knife radiosurgery.

Organised by the Association of British HealthTech Industries (ABHI), the ABHI simulated operating theatre will give visitors an unrivalled chance to see a series of groundbreaking surgical simulations performed live across all four days.

Pioneering adaptive radiotherapy for tomorrow's cancer care

UCLA Health remains at the forefront of pioneering research initiatives as it introduces the seamless integration of MR-LINAC technology into the core of its radiation oncology department.



Within the expansive realm of radiation therapy, the MR-LINAC stands at the forefront of innovation, heralding a new era in precision and adaptability. Combining Magnetic Resonance Imaging (MRI) and Linear Accelerator (LINAC) technologies, the MR-LINAC represents a groundbreaking synergy, offering real-time imaging alongside targeted radiation delivery. At UCLA Health, renowned for its dedication to pioneering advancements, the seamless integration of MR-LINAC technology into the core of its radiation oncology department heralds a paradigm shift towards highly personalized and dynamic cancer care.

The MR-LINAC provides UCLA Health's experts with an unparalleled vantage point into a patient's anatomy and the ever-evolving dynamics of tumors in real-time throughout the course of treatment. Unlike conventional radiotherapy, where treatment plans are based on static imaging taken days or weeks before, the MR-LINAC's hallmark is its ability to capture high-resolution, real-time images immediately before and during each session. This dynamic imaging prowess stands as a pivotal tool, enabling clinicians to adroitly adapt treatment strategies, precisely modulating radiation delivery to adeptly accommodate fluctuations in tumor size, shape, or positioning. "MRI-guided adaptive radiotherapy is a transformative technology that minimizes side effects by further sparing the critical normal tissues and organs nearby ", says Dr. Tania Kaprealian, Medical Director of UCLA Radiation Oncology in Westwood.

—all while meticulously minimizing any adverse impact on healthy surrounding tissues and organs.

Adaptive radiotherapy, facilitated by the MR-LINAC, holds immense promise across various aspects of cancer care as it caters to the intricacies of each patient's unique physiology and tumor behavior. This adaptability proves particularly invaluable in managing tumors prone to movement, such as those in the lung, liver, and abdomen, where precision is paramount for successful outcomes.

The utilization of MR-LINAC technology at UCLA Health underscores a steadfast commitment to delivering advanced and patient-centric care. By harnessing this innovative technology, UCLA Health embarks on a mission to not just enhance treatment efficacy but also prioritize the holistic quality of life for patients embarking on their intricate cancer journey.

Moreover, beyond its clinical application, UCLA Health remains at the forefront of pioneering research initiatives, engaging in collaborative ventures with leading experts to continuously refine and broaden the horizons of MR-LINAC technology. This unwavering dedication to ongoing advancements further solidifies UCLA Health's position as an avant-garde institution, catalyzing the evolution of cancer treatment standards on a global scale.

At UCLA Health, the integration of MR-LINAC into oncological practice resonates far beyond a mere technological achievement. It serves as an emblem of the institution's unwavering commitment to redefining the future of cancer care. This revolutionary approach, where innovation meets compassion, is poised to elevate outcomes, and improve the lives of patients, setting a new benchmark in personalized cancer treatment.

Precision Beyond Measure: MRI-Guided Prostate Cancer Therapy Shaping New Horizons at UCLA Health

Other than skin cancer, prostate cancer ranks as one of the most prevalent cancers in men, primarily among those older than 65. About one in eight men will be diagnosed with prostate cancer in their lifetime. One of the options for treating prostate cancer that has not yet spread to other parts of the body is radiation therapy, or radiotherapy, which uses high-energy particles to target cancer cells. In the quest for advanced treatment modalities, UCLA Health's groundbreaking research has unveiled promising strides in radiation therapy for localized prostate cancer through the utilization of Magnetic Resonance Imaging (MRI) guidance.

Traditionally, radiation therapy targets cancer cells using computed tomography (CT), generating X-ray-based images, or MRI, which employs powerful magnetic fields for imaging. Research from the UCLA Jonsson Comprehensive Cancer Center (JCCC) showcased the significant advantages of MRI-guided radiotherapy over CT-guided approaches.

Dr. Amar Kishan, Vice-Chair of Clinical and Translational Research and Chief of the Genitourinary Oncology Service for the Department of Radiation Oncology at the David Geffen School of Medicine at UCLA and the UCLA Jonsson Comprehensive Cancer Center, highlighted the benefits of MRI-guided therapy in delivering more precise treatments with reduced toxicities. This was studied in a large trial at UCLA, which ultimately showed less side effects in patients who received MRI-guided radiotherapy for prostate cancer. Dr. Kishan emphasized that MRI technology, despite its longer treatment times compared to CT, offers unparalleled benefits for patients. The ability of MRI to monitor prostate motion in real-time, coupled with enhanced soft tissue contrast, enhances pre-radiation alignment accuracy, reducing treatment volumes and associated toxicities.

"When treating prostate cancer with external radiation, we need to treat not only the prostate, but a slight margin of tissue around the prostate as well, to account for things like motion," said Dr. Kishan. "With MRI-guided radiation, we are able to monitor the position of the prostate with unprecedented frequency and accuracy, allowing the use of much narrower planning margins than we usually use."

Thus, the advantages MRI-guided radiotherapy offers over CT-guided radiotherapy include providing more focused treatment with less injury to nearby normal tissues and organs.

The integration of MRI-guided radiotherapy into UCLA Health's treatment protocols stands as a testament to its dedication to pioneering personalized and effective cancer treatments, fostering hope for improved outcomes in men battling prostate cancer.

UCLA Health

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Sift through a goldmine of data with generative AI

Dr. Keren Priyadarshini, Regional Business Lead, Worldwide Health, Microsoft Asia, shares the transformative potential of artificial intelligence in various healthcare settings.

By Farhana Chowdhury

Generative AI can help healthcare facilities sift through a goldmine of health data and summarise information into digestible bits to ease the burden on professionals and enable efficiency while giving patients access to details about their condition.

This was among the key points highlighted by Dr. Keren Priyadarshini, Regional Business Lead, Worldwide Health, Microsoft Asia, Singapore, during her keynote session, titled "AI in Healthcare" at the Transformation Talks arena in Arab Health on Monday. Here, she further introduced the capabilities of Microsoft Copilot, a novel AI companion based on a large language model, alongside other innovative technologies initiated by the tech giant.

"All of us go to hospitals from the moment we are born until we die, so in a way, there is a lot of patient data available, but what are we doing with it?" she said in an exclusive interview with The Daily Dose.

Realistically speaking, doctors do not look at more than about five years of data, she added, and at most times, they compare information received from the last two visits to decide on the course of treatment.

In such cases, Dr. Priyadarshini explained that generative AI can convert heavy data into easy-to-read graphs, which not only saves a significant amount of time for the healthcare professional while enabling faster diagnosis but also eliminates the need to opt for unnecessary tests thereby reducing costs for the payor.

"So what we are doing here is bringing generative AI in an accessible form, which can beautifully summarise decades of data. This can be in the form of a graph, so the doctors can see the curve very easily. It's not that human beings cannot do the same thing, but if we can have machines do it and help us save time, why not?" she stated.

In her session, she talked about the existing uses of AI in the industry, highlighting novel breakthroughs in various aspects — from smart wearables that offer personalised nudges and image analytics that detect abnormalities in X-rays, which tend to be missed by the human eye, to mixed reality with a three-dimensional image superimposed onto the patient to reduce post-surgery complications.

Speaking about her first Arab Health experience, Dr. Priyadarshini said that it has been "amazing" and she is looking forward to meeting representatives from across the globe.

Dr. Priyadarshini is on a mission to create a world of 'Intelligent Healthcare' through the power of AI and the cloud. Besides her continued work to empower providers, payors, and life science companies with the right tech tools to elevate patient care, she also aims to break data from silos to enable better access to care, lower costs and improved outcomes.

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Radiographers have a strong presence within Total Radiology

The Radiology conference is curated to equip specialists with the latest trends and skills required to strengthen patient-practitioner relationships.

By Dr. Andrew England

In my role as President of the European Federation of Radiographer Societies (EFRS), I am responsible, together with the Executive Board, for leading over 120,000 radiographers and 10,000 students across Europe. The EFRS was recently 15 and represents an increasing number of radiographers working in medical imaging, nuclear medicine, and radiotherapy across 48 National Societies and Professional Bodies, 64 Educational Institutions (Affiliate Members) in 37 countries in Europe. The contributions that radiographers make to healthcare have grown exponentially and will continue to grow. Medicine is increasingly more dependent on medical imaging for diagnosis and management. Cancer rates are increasing and numbers of patients requiring access to radiotherapy will follow similar trends.

Demand for radiographers across all subspecialities remains high but attracting and retaining high-quality practitioners within the profession is a global challenge. Rising workloads, lack of career progression, retirements and pay have significantly impacted the size of the profession. Further challenges include the role of advanced technologies, including artificial intelligence. Patient expectations are also evolving, as is the location in which our services are provided. In the future, more examinations will be performed by practitioners based remotely and with examinations being performed in the community. Radiation doses will continue to reduce, and this may lead to a step change in the use of computed tomography (CT), i.e. the initial management of acute abdominal pain, follow-up of cystic fibrosis, diagnosis of paediatric non-accidental injury.

The above topics will be a key feature of discussions within the Total Radiology conference at Arab Health 2024. Within this, the EFRS has been invited to deliver six plenaries, moderate a session, and sit on two discussion panels. Attendees at Total Radiology will experience presentations by colleagues from the EFRS on Excellence in Patient Care (Dr. Andrew England, IE), Changes in Technology (Dr Leena David, UAE), Developing the Future Radiographer (Dr. Andrew England, IE), MR Patient Safety (Dr. Andrew England, IE), Theranostics and the Role of the Radiographer (Ana Geão, PT), and Perspectives of the EFRS (Altino Cunha, PT).

What will be clear from the discussion at Arab Health is that technology will continue to play a crucial role in the advancement of medical imaging, nuclear medicine, and radiotherapy. Some of these advancements may have a positive impact on staffing issues facing the profession and healthcare more widely. It will also showcase the humanistic role of the radiographer when engaging in patient-practitioner interactions will be ever more paramount. Technological advancements in medicine may reduce personal interactions with patients i.e. virtual clinics. With the reduction in examination times, effective patient interactions will be crucial in supporting patients on their journey to improve their health and well-being. The ability of radiographers to forge strong professional patient-practitioner relationships will be crucial. Success is likely to mean reductions in examination anxiety, greater procedural compliance, and success and overall, an increase in the speed at which a patient returns to health. How radiographers interact with patients will define the ability of radiology to deliver excellence in individualised patient-centred care.

The radiography profession needs to embrace upcoming technological developments, strive to provide excellence in patient-centred care and be willing to adapt roles as healthcare evolves. Success will require all stakeholders to play their part; this will include clinical colleagues, professional bodies, policymakers, industry and educators. The future for radiographers, coming out of the shadows, is bright and one that will be visible within the Arab Health 2024 — Total Radiology conference.

Dr. Andrew England (Cork, IE) is the President of the EFRS and Senior Lecturer in Medical Imaging and Radiation Therapy at the University College Cork, Ireland. He will be speaking at the Radiology conference at 2.10pm today.

GE HealthCare introduces 19 AI-powered innovations shaping the future of healthcare

The launch comes at a time when the healthcare industry in the region is moving from curative care to a preventive care model.

GE HealthCare, a leading global medical technology and digital solutions innovator, is highlighting game-changing technologies that are defining the future of healthcare with the launch of 19 new product innovations at Arab Health.

Emphasising its commitment to deliver long-term growth and drive transformational change to support the overall healthcare delivery in the Middle East, Northeast Africa, and Turkey (MENEAT) region, GE HealthCare unveiled its leading imaging, ultrasound, and patient care solutions that are designed to better inform clinical decision-making and improve patient outcomes at the annual global exhibition and conference. The broad range of intelligent solutions showcased this year reinforces GE HealthCare's ongoing efforts in the pursuit of healthcare access and equity as it strives to create a world where healthcare has no limits.

More than 3,450 exhibitors and over 110,000 healthcare professionals from 180 countries at Arab Health 2024 are being introduced to GE HealthCare's cutting-edge innovations in precision care that boldly reimagines how care is delivered and are critical to solving some of the most significant clinical challenges in the MENEAT region. This comes at a time when the healthcare industry in the region is moving from a curative care to a preventive care model and public and private sector stakeholders in the region are investing heavily in technology to make use of early diagnostic tools to accelerate the transformation.

In key markets like Saudi Arabia, the UAE, Turkey, and Egypt, GE HealthCare has been expanding its broad range of artificial intelligence (AI) and machine learning systems and devices to revamp existing hospital practices and accelerate diagnostics and treatment.

Hady El Khoury, Regional General Manager — MENEAT for GE HealthCare, said: "As an industry-defining innovator, GE HealthCare is a trusted partner in the MENEAT region and has more than 50 years of legacy in driving progress and bringing next-generation technologies to address the region's diverse healthcare needs. Leveraging deep learning solutions will be critical as more countries shift to a future-ready healthcare ecosystem to promote precise, connected, and compassionate care. Imaging plays a vital role in healthcare diagnosis and delivery, and through collaborations with local and regional providers, our growing portfolio of 19-plus new product innovations powered by AI will help revamp existing hospital practices and accelerate diagnostics and treatment in the MENEAT."

Among the leading new product innovations and state-of-the-art digital medical equipment that GE HealthCare will unveil at Arab Health 2024 to improve the overall patient-care environment include:

Omni Legend™: As PET/CT continues to grow into clinical areas outside of oncology, the need for a PET/CT solution that makes the power and possibility of digital detection more ubiquitous and accessible becomes increasingly more important. The high-resolution images and exceptional image quality of Omni Legend deliver vast improvements to the entire PET/CT scanning process as it enables exemplary diagnostic confidence with a collection of intuitive workflow solutions enhanced by AI.

Signa Champion*™: Designed to create unparalleled access to exceptional diagnostic precision and uncompromised comfort for every patient, everywhere, SIGNA Champion democratises advanced AI and innovative features to help enable faster and more precise MRI scans. With its highly scalable platform, SIGNA Champion is designed to support broader affordability, configurability, and upgradability to support service expansion for health systems.

Portrait VSM: GE HealthCare's Portrait™ VSM (vital signs monitor) is built with innovative and future-focused capabilities to deliver clinical excellence and workflow efficiencies for the next era of healthcare. Automated workflow and customisation options simplify patient admissions, routine spot checks and observations, empowering clinicians to make quick, informed decisions that may lead to better patient outcomes.

Vscan Air™: The Vscan Air SL handheld wireless ultrasound imaging system is designed for use in rapid cardiac and vascular assessments to accelerate diagnoses and treatment decisions. The device features the company's proprietary SignalMax and XDclear imaging performance technology which enables high levels of penetration, resolution, and sensitivity with a single crystal transducer technology.

GE HealthCare will join other key industry stakeholders to collaborate and create a more sustainable, positive healthcare landscape in the region and beyond. GE HealthCare is located at booth S3.B10.

**Pending CE Mark/FDA clearance, not available for sale. Commercial availability of GE HealthCare medical systems is subject to meeting local requirements in each country or region. Contact a GE Healthcare Representative for more information. Intended for healthcare professionals only. Contact a GE Healthcare Representative for more information. Intended for healthcare professionals only. This product cannot be placed on the market or put into service until it has been made to comply with local regulations.*

Management options for breast cancer during pregnancy

An early establishment of a management plan may improve foetal and maternal outcomes.

By Dr. Rita A. Sakr

Breast cancer is the most frequently diagnosed cancer among women of reproductive age. Almost 11 per cent of all breast cancers are diagnosed every year among women under 45 years old with breast cancer diagnosis complicating between one in 3,000 to one in 10,000 pregnancies.

Breast cancer in pregnancy refers to the condition diagnosed during pregnancy (or within one year after delivery) with an overall incidence between 2.4 and 7.3 per 100,000 pregnancies.

Although considered a rare condition, breast cancer during pregnancy may become more common in the future due to the trend of postponing pregnancy to a later age and the increasing incidence of breast cancer in young patients. These findings highlight the extreme importance of emphasising awareness and proper management of breast cancer during pregnancy with a multidisciplinary team involved in both foetal and maternal care.

Biology and carcinogenesis

Breast cancer in young patients was already shown to have unique biological features by gene expression profiling studies. In addition to those special biological features and to factors related to delayed diagnosis, pregnancy seems to add more complexity to breast cancer biology with pregnancy-related growth-promoting effects, which will result in a more aggressive biology of breast cancer. Many studies including genome profiling analysis seemed to show that breast cancer in pregnancy was associated with more unfavourable tumour biology and predominance of triple-negative breast cancer.

Test	Recommendation	Comment
Biopsy	Yes	Pregnancy mentioned in the request
Mammography	Yes	With abdominal shielding
Breast ultrasound	Yes	
Breast MRI	Possible if indicated	Without Gadolinium
Chest X-ray	Yes, if indicated	With abdominal shielding
Abdominal ultrasound	Yes, if indicated	
Positron emission tomography	No	

Diagnosis with staging

When compared to the general population, breast cancer during pregnancy is usually discovered at a more advanced stage in addition to being related to younger age. It is generally due to the delay in the diagnosis because of the young age. Therefore, it is very crucial to emphasise the awareness among all physicians' obstetricians-gynaecologists that a breast lump or abnormality during pregnancy may be a sign of breast cancer. By a consequence, proper imaging and histopathological evaluation should be performed without any delay. Genetic counselling may also be indicated in many of those patients.

Local and systemic treatment

Surgical management (either breast conservative surgery or mastectomy) is safe during pregnancy and should follow the standard recommendations and guidelines. Axillary sentinel lymph node biopsy should not be recommended; however, if indicated the use of lymphoscintigraphy was shown to be feasible and safe whereas the use of blue dye mapping was discouraged due to the potential risk of anaphylactic reaction.

Local treatment with radiotherapy is not recommended during pregnancy because of potential severe foetal side effects including foetal growth restriction, foetal death, mental retardation or childhood cancer.

Systemic treatment with chemotherapy should follow the standard recommendations except during the first trimester where it is contraindicated because of the risks of spontaneous abortion and congenital foetal malformation. Chemotherapy is usually discontinued at 34 weeks with an allowed three weeks interval between the last dose of chemotherapy and the delivery date.

Endocrine therapy and anti-HER2 antibodies are recommended according to the standard guidelines but are not to be started until after delivery.

Obstetrical and foetal outcome

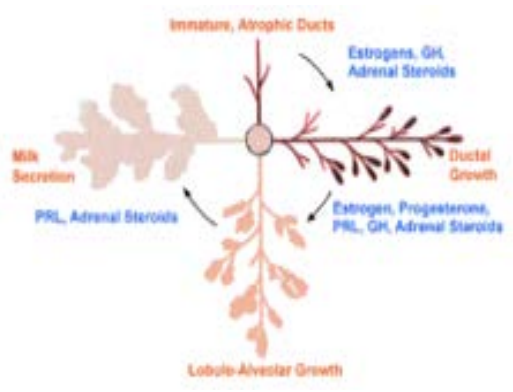
Although systemic chemotherapy can be safely administered during pregnancy, it can be associated with potential obstetrical or foetal complications such as intra-uterine growth restriction, premature rupture of membranes, and congenital malformations.

Therefore, pregnancy in cancer patients is considered as high-risk pregnancy. A multidisciplinary approach in addition to regular maternal and foetal prenatal care should be applied until delivery date.

The delivery mode can follow the usual obstetrical indications. As for the newborn, a proper monitoring for possible long-term complications is mandatory.

Conclusion

Breast cancer diagnosis in pregnant patients is a unique challenge to everyone involved and it often raises several moral, religious or social issues in addition to the medical issues. Therefore, this complex situation requires including a complete multidisciplinary team from the diagnosis and the early establishment of the management plan. It is very crucial to correctly follow the established guidelines and give particular attention to the long-term follow-up of both the child and the mother.



Treatment	During pregnancy	Timing
Breast surgery	Yes	Any trimester
Sentinel lymph node biopsy	Yes, if indicated	Any trimester
Radiotherapy	No	After delivery
Chemotherapy	Yes	Second trimester Third trimester before 34 weeks After delivery
Anti-HER2 therapy	No	After delivery
Endocrine therapy	No	After delivery

Dr. Rita A. Sakr (MD PhD – Asst. Professor) is a French/European Board certified, American Fellow, Consultant Breast Oncoplastic Surgeon and Obstetrics-Gynaecologist. She will be speaking at the Obs-Gyn conference at 9.45am today.

H6.A30, Hall 6

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Innovative health-tech spotted at Smart Hospital and Interoperability Zone

The Zone provides visitors a glimpse into the future of healthcare, with technology bridging the gap between patient care and safety.

By Anthony Permal

The 'Smart Hospital and Interoperability Zone' has become a magnet for innovation in healthcare technology related to healthcare organisations. Among the standout exhibitors, Baxter AG, CareCloud, Thermaissance, and e4life are among those showcasing their groundbreaking products, each promising to revolutionise aspects of healthcare delivery and patient care.

Remote patient management: Baxter AG, a name synonymous with advancing healthcare across the globe, presented its groundbreaking ICU products on-site, including its Hillrom Centrella Smart+ med-surg bed, designed to support patient recovery and clinician efficiency. Also on display was their medical delivery systems, essential for the flow of medication in an ICU environment, delivering quickly and safely to patients via infusion pumps, IV solutions and its revolutionary DoseEdge workflow manager.

Streamlining rehabilitation practice management: CareCloud is also making waves at the event with its comprehensive cloud-based technology solutions for end-to-end revenue cycle management at healthcare organisations. This allows the focus on patient care to be increased. Providers can select solutions including practice management, patient experience management, streamlined administrative, financial and clinical workflows, with seamless data transfer in between. They boast a 97 per cent average composite resolution rate, with a 25 per cent average reduction in documentation.

Advanced medical textiles: Thermaissance is redefining the standard for medical apparel with its innovative scrub textiles. These are not the ordinary scrubs you find in traditional healthcare operations; they are engineered with anti-viral, anti-bacterial, and anti-fungal properties, offering stronger protection against pathogens. In a world still reeling from the impacts of COVID-19, Thermaissance's scrubs provide healthcare workers with an added layer of safety, ensuring that they can care for their patients without compromising their or their patients' health.

End to end surgical operation streamlined: Marflow is currently showcasing its operation-theater solutions that provide end-to-end surgical hardware and diagnostic software suites to provide surgeons and nursing staff a literal one-stop solution, reducing the need for connecting various different components created by different providers. The seamlessness translates into faster outcomes for patients.

Pathogen-free healthcare spaces: Lastly, e4life introduced its e4ambient device, an innovation promising safer health practice environments. The e4ambient device utilises e4shield technology to sanitise the air, inactivating more than 90 per cent of airborne viruses, including COVID-19 and the flu. This device is designed for versatility, suitable for both personal and professional spaces, ensuring every breath taken within its vicinity is free from harmful pathogens.

Smart Hospital and Interoperability Zone is located behind Hall 7.

Dr. Fouziyah 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.
- **2011until now:**
  - Member of scientific board of Saudi Allergy, Immunology society

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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.

AI, imaging screening programmes and metabolic imaging refine patient outcomes

The future of medical imaging is bright with state-of-the-art tech set to improve the delivery of precise medical interventions.

The field of diagnostics and imaging is an essential component in patient care today, with treatment pathways and outcomes heavily dependent on diagnostic accuracy and evaluation. This area has evolved rapidly in recent years, bolstered by technological and scientific advancements and the global digital revolution.

Having moved on from an era of film-based images, today's physicians draw on data-rich images that are easily transmitted, manoeuvred, and deftly analysed by technology, including artificial intelligence (AI), machine learning tools, picture archiving and communication systems (PACS), and state-of-the-art workstations for the management of medical imaging information, said Dr. Hidayath Ali Ansari, Staff Physician for nuclear medicine at Cleveland Clinic Abu Dhabi's Imaging Institute.

"Medical imaging today yields superior images generated by advanced, often compact equipment supported by high-end software capable of picking up intricate pathological details. The contributions of physicians however continue to be indispensable throughout this journey, as only a trained expert can distinguish between real medical concerns and false positives, determining when and how intervention is necessary," Dr. Ansari said.

Globally, the world has seen an explosion of patents for medical devices, with the number of applications tripling every 10 years, and technology cycle times halving in just five years. Even though AI-driven tools have been the latest to emerge on the scene, they have shown tremendous potential to transform healthcare.

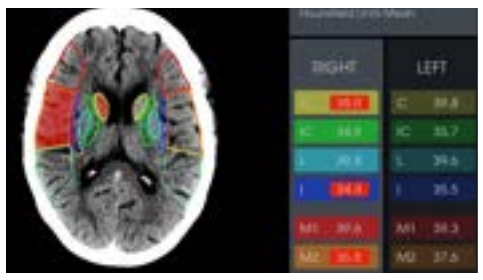
As a world-class hospital known for its provision of complex care, Cleveland Clinic Abu Dhabi leverages the most sophisticated diagnostic, metabolic and interventional imaging services for a variety of applications. The use of AI at its institutes provides computer-aided detection and support to several screening and diagnostic services, for example, in digital mammography, stroke detection, MRI functional imaging, lung nodule detection and colonic polyp detection to name a few.

While these innovations are key to the delivery of precise medical interventions for patients, Dr. Ansari emphasised the crucial importance of qualified physicians when leveraging hi-tech tools.

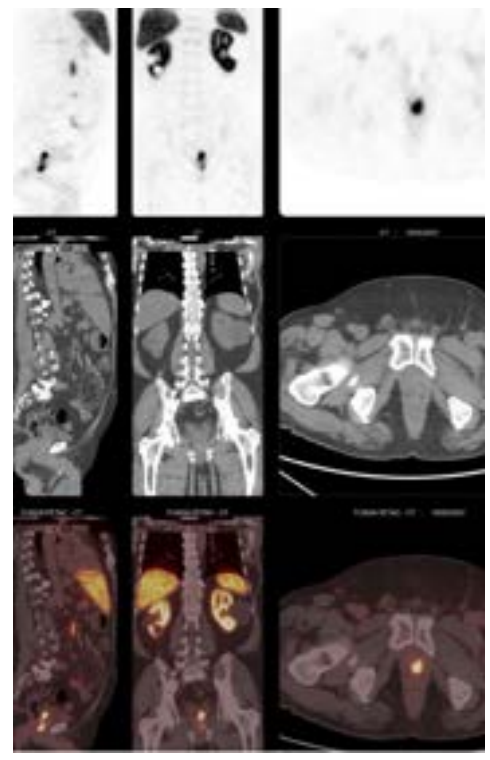
"At Cleveland Clinic Abu Dhabi and its Fatima bint Mubarak Center, we count on the expertise of our extremely well-trained and expert imaging physicians who are committed to patient safety, adhere to best practices and focus on evidence-based medicine to deliver accurate, high-quality reports and compassionate care," Dr. Ansari added.

"Our Nuclear Medicine and Molecular Imaging Program benefits from state-of-the-art nuclear medicine scanners such as SPECT-CT (single-photon emission computed tomography) and PET-CT (positron Imaging tomography) imaging, which help us stage and modify treatment strategies in several cancer diagnoses, diagnose coronary heart disease, dementia and localise epilepsy focus to name a few. Using specific biomarkers, we are now able to tailor patient imaging and therapy and thereby provide personalised medicine," Dr. Ansari said.

"Our partnerships with M42 and Cleveland Clinic in the US place us at the forefront of introducing the latest technologies to diagnose and treat patients in the region, and we are proud to lead the charge of positioning the UAE as a hub for life sciences," Dr. Ansari concluded.



CT image of brain identifying early stroke.



Positron Imaging Tomography (PETCT) image using specific prostate biomarkers for enhanced accurate diagnoses establishing personalised medicine.

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Trends in health crisis and disaster management

Global learnings to enhance emergency services.

By Anthony Permal

The landscape of health crisis and disaster management has undergone significant transformation in recent years, largely driven by advances in technology and digital innovation, something the UAE has learned from considerably and has tried to implement. However, we still need to speed up our adoption of new technologies to be on par with the best in the world. Countries that have integrated AI, telehealth, digital twins, and other new technologies into their healthcare systems are witnessing a shift in their response to health crises and disasters. This integration not only improves the efficiency and effectiveness of their healthcare systems but also the patient outcomes and resource management during times of crisis.

Dr. Saleh Fares Al-Ali, Executive Director, Emergency Preparedness & Response Center at Department of Health Abu Dhabi, highlighted the key trends currently at play in emergency services in disaster management worldwide.

Artificial Intelligence: AI is at the forefront of disaster management transformation, given its ability to analyse vast datasets from various sources, including social media, satellite imagery, and healthcare databases, to predict outbreaks and the spread of diseases, something that helped the UAE during the pandemic. This predictive capability enables healthcare systems to allocate resources more effectively, which in turn provides critical, timely interventions and helps to manage potential outbreaks before they escalate into full-blown crises.

Telehealth and telemedicine: These are vital components in ensuring continuous care, especially during lockdowns, in remote or underserved areas, and on-site in major accident situations. These technologies allow patients and ambulatory services to consult with healthcare providers via digital platforms, reducing the need for physical visits or speeding up the same if necessary.

Digital transformation: The digital transformation of healthcare systems encompasses the integration of electronic health records (EHRs), interoperable systems, and digital communication platforms. This transformation brings seamless information exchange between the various healthcare providers and emergency response teams that usually operate during a crisis, leading to coordinated and efficient disaster response efforts. Digital systems also support the real-time tracking of resource allocation, such as hospital beds, medical supplies, and personnel, thereby enhancing the overall management of healthcare services during crises.

Digital Twins, Telematics, and Drones: Digital twins, a novel concept in healthcare, involve creating virtual replicas of healthcare facilities or cities to simulate and analyse responses to various disaster scenarios. This technology can be instrumental in disaster preparedness, allowing healthcare systems to evaluate and optimise their response strategies and resource management plans before a crisis occurs. In healthcare, however, digital twins of individual patients are also rising as a major feature in disaster response. A digital twin of a patient allows the technology to monitor a patient in real-time based on their medical history and can use AI to predict their future health concerns, helping authorities to identify potential pandemic concerns.

Telematics is now crucial in emergency medical services (EMS). It enables real-time data transmission from the scene of an incident to professionals, ensuring vital information is available even before the patient reaches the hospital. This can be particularly beneficial in mass casualty incidents or disasters, where timely information can significantly impact patient outcomes.

The use of drones is now increasingly prominent in disaster management. Drones can deliver medical supplies, collect data, and even assist in search and rescue operations in areas that are otherwise inaccessible to traditional emergency response vehicles.

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The Supreme Committee of Medical Liability's role in reducing delays

Expert insights into current legal practice and strategies that may generate efficiency between the parties involved.

By Stephen Ballantine

Federal Decree No. 4 of 2016 and Cabinet Resolution No. 40 of 2019 ('the New Law') are key pieces of legislation which led to a seismic shift in how medical malpractice claims are dealt with in the UAE.

The New Law came only eight years or so after another piece of important legislation Federal Law No. 10 of 2008 introduced a Supreme Committee of Medical Liability ('SCML') whose function was to provide opinions on medical cases at the request of official government departments i.e., public prosecution, health authorities, etc. and to establish whether there was any medical error or not; any resulting damages and the causal relationship between error and the damage. It was an objective and authoritative body drawn from distinguished and experienced physicians. Those physicians under scrutiny — either defendants in civil and/or criminal cases — seemed confident that the technical aspects of sometimes highly technical cases were being reviewed by qualified and experienced peers, lawyers seemed content that having one single SCML would go some way to ensure a degree of consistency with decisions and outcomes.

The New Law introduced sweeping changes and local health authorities were mandated to form Medical Liability Committees ('MLCs') — broadly along the same lines as the SCML — to review cases involving medical error and gross medical error, the latter of which constituted a new crime with stiff criminal penalties. The SCML was repurposed and its new function was to serve as the final appellate body to review appeals of the subordinate MLCs decisions. The SCML decisions on appeals could not be challenged before any other body. In a bold move to attempt to remove spurious cases from the court docket, the New Law provided that a civil case for compensation could not be commenced unless there was an MLC decision.

Leaving the interruptions of COVID-19 aside, MLCs were — and still are — reasonably quick in reviewing and deciding on cases, and three months to six months to deliver a report on a case is not uncommon. MLCs regularly call physicians and patients for interviews and their reports are issued on a standard form that ensures some degree of consistency in approach although they can, if truth be told, vary widely when it comes to cogency and quality.

Appeals of MLC decisions are as of right provided that they are filed within 30 days. While MLCs churn out decisions swiftly, both patients and hospitals/physicians churn out appeals of unpopular decisions equally as swiftly. An MLC decision is bound to be unpopular to at least one of the parties involved although it is not every case that leads to an appeal. The corollary of this is that we see a relatively high volume of appeals to the SCML which has over the past two years or so led to a 'log-jam' of appeals pending before the SCML such that SCML decisions are now taking between 18 to 24 months, sometimes longer, and court proceedings are being put on hold commensurately whilst awaiting these decisions. Several months ago, appeal filing fees of Dh5,000 were introduced, perhaps, to reduce the pressure on SCML although the reality is that this would reasonably tend to inhibit patients of more modest means rather than physicians from filing.

The question arises — will the introduction of appeal filing fees be enough to address the problem of delays? The principles of natural justice would tend to baulk at any measures that would tend to restrict or impinge upon the parties' rights to be heard and challenge decisions that they disagree with because, make no mistake, medical malpractice cases at least on the grounds of liability issues are now won and lost in the MLC and SCML stages leaving the court to only decide on quantum, i.e. to adjudge much should be paid out to the plaintiff.

A partial solution and one with minimal costs, which would at least resolve substantial court delays, may well have additional advantages to promote potential settlement of medical malpractice claims before they even get to court. There is substantial utility, I suggest, in amending the New Law so that only cases where there is an SCML decision or an unappealed MLC decision are allowed to proceed before the civil and criminal courts. NB to ensure fairness, this would, I suggest, also require a commensurate change in the law to include a provision that the time taken for an appeal to be filed and decided by the SCML does not count toward calculating any statutory time bar or prescription period operating in criminal and civil court proceedings. Not only would court time not be wasted waiting for SCML decisions before proceeding to judgment but the potential litigants would perhaps see the most important finding (i.e. on liability) has been decided, which would remove a large, if not the largest, legal obstacle to potential settlement of civil and criminal actions.

Those physicians found to have committed a medical error or a gross medical error causing harm or damage to a patient by an SCML may realistically assess whether it is worth incurring legal costs to defend what may be regarded as the 'indefensible'. However, based on my 25 years of litigating medical malpractice cases in the UAE I reasonably envisage that this partial solution may well see a significant increase in amicable settlements of medical malpractice claims and a commensurate reduction in civil and criminal litigation in these types of cases before the UAE courts.

Not only would we see patients and their families receiving compensation faster and without incurring substantial lawyer's fees for protracted litigation but legal defence costs — usually met by Medical Malpractice Insurance carriers — would also be minimised which may lead to reduced premiums for the benefit of the physicians and their employers.

Stephen Ballantine is the Senior Counsel, Head of Medical Negligence at Galadari Advocates & Legal Consultants.
All views are his own.

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Dubai Healthcare City reveals strong growth within Dubai's healthcare sector

DHCC boasts a 16 per cent CAGR increase in turnover from 2020 to 2024.

Dubai Healthcare City Authority (DHCA), the governing body of Dubai Healthcare City (DHCC) free zone, unveiled a report titled "Dubai's Healthcare Ecosystem Highlights" yesterday at the show, which provides key insights and strong growth indicators in the emirate's healthcare sector. The new report sheds light on Dubai Healthcare City's (DHCC) commitment to advancing the healthcare ecosystem and its approach to seamlessly integrating core healthcare services and collaborating with global organisations.

Key findings from the report highlight the key role DHCC plays as the emirate's healthcare investment hub, with the free zone's turnover between 2020 and 2024 expected to increase significantly at an estimated 16 per cent Compound Annual Growth Rate (CAGR). The figure underscores the free zone's unwavering commitment to its ecosystem's efficiency, sustainability, and confidence from major regional and international healthcare investors in DHCC's capability to enable growth opportunities in Dubai's dynamic healthcare landscape.

Other key findings reaffirm the robust growth of Dubai's healthcare industry, showing strong increases in both public and private sector UAE healthcare expenditure. Public sector spending is set to reach AED 104 billion by 2027, with the private sector forecast to reach AED 22 billion (private) by the same period, at a CAGR of 7.5 per cent and 8.8 per cent, respectively.

The study also highlights DHCC's ongoing expansion of Phase 2, which is designed to complement the healthcare ecosystem with preventive care, wellness and urban lifestyle. Encompassing approximately 22 million square feet, Phase 2 has attracted strategic investment of AED 1.03 billion from 2019 to date. The allocation includes 57.65 per cent for mixed-use commercial and residential, 18.88 per cent for hospitality and residential, 10.73 per cent for healthcare, 10.11 per cent for commercial and hospitality and 2.63 per cent for residential. The development of Phase 2 aligns with DHCC's commitment to attract more investors, expanding healthcare and residential facilities to address the evolving needs of Dubai's growing population.

Aligning with the emirate's vision for a dynamic healthcare industry to serve a projected population of 5.8 million by 2040 and the Dubai 2040 Urban Master Plan, which has a goal to increase the land area for education and health facilities by 25 per cent, DHCC plays a key role in attracting investment to contribute to these ambitious goals, fostering a vibrant, healthy and inclusive community for residents and visitors.

Allae Almanini, Chief Financial Officer, Dubai Healthcare City Authority, said: "We are constantly striving to ensure collaborations to extend healthcare services and attract investments that directly contribute to achieving the goals of the Dubai 2040 Urban Master Plan. Our commitment extends to developing strategic partnerships, establishing community health clinics and pioneering innovative co-living concepts. As the healthcare landscape continues to evolve, we remain at the forefront, exemplifying unparalleled growth and dedication to creating a holistic healthcare and wellness ecosystem."

Underlining DHCC's prominent position in enhancing healthcare delivery to meet the growing demands, the study shows the workforce operating within DHCC went from 10,000 in 2021 to 11,500 in 2024.

As of today, DHCC's ecosystem offers a wide range of medical services with 481 registered facilities, including advanced diagnostic procedures, specialised treatments, surgical procedures and the first Russian clinic in Dubai – Kandinsky. With 195 clinical facilities and 130 regional headquarters of global companies, DHCC continues to transform Dubai's healthcare landscape, providing direct access to an unrivalled network of partners.

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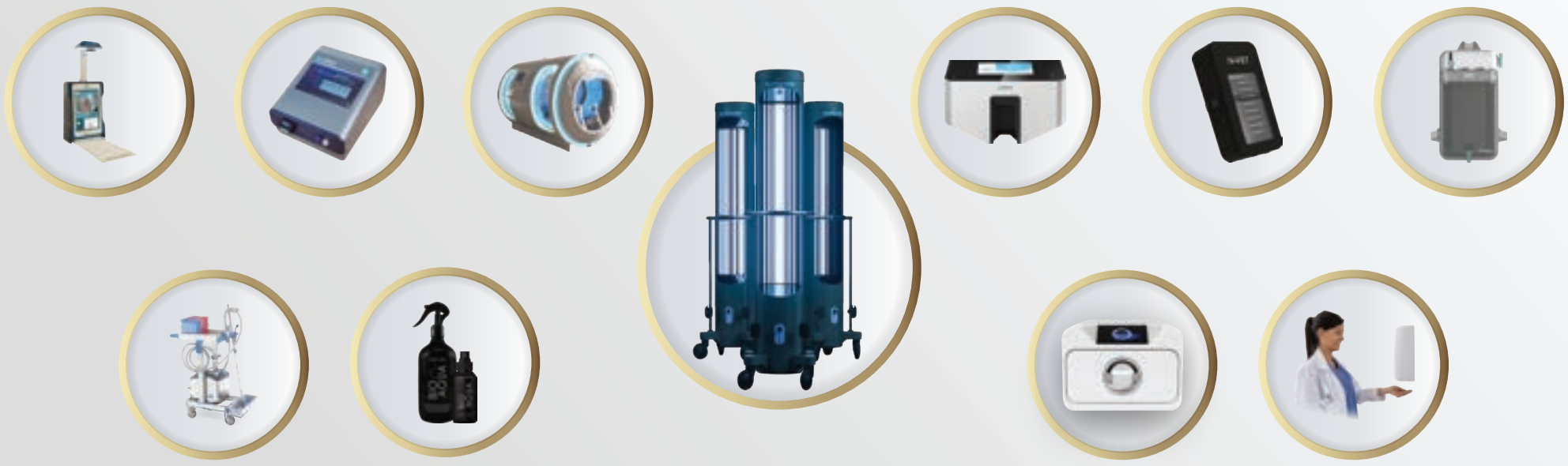

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At Leader Healthcare, our commitment to excellence resonates in every aspect of our operations – from compassionate service and world-class solutions to locally rooted expertise. We are the preferred partner of medical professionals, offering comprehensive and enduring healthcare solutions. As trailblazers in holistic medical approaches, we catalyse progress, efficiency, and accessibility in healthcare technology, empowering doctors to elevate their patients' quality of life.

The recent global challenges have accelerated the integration of technology in healthcare, providing patients with unprecedented access to medical services. In anticipation of this shift, Leader Healthcare is poised to showcase an array of medical and healthcare solutions at Arab Health 2024. Our certified experts in the Medical Division specialise in emergency and critical care, public safety and awareness, operation theater, infection control, physio-rehabilitation, home healthcare and respiratory, radiology, telehealth, wellness technologies, and other hospital solutions systems. These solutions are meticulously designed to empower doctors to enhance the lives of millions globally by preserving vision, mobility, and cognitive ability.

"Championing creativity and innovation, Leader Healthcare's relentless pursuit of excellence defines its mission to make a meaningful impact in the realm of medicine and healthcare," emphasised Sukhdeep Sachdev, the Global CEO of Leader Healthcare Group.

Over the years, our diversified portfolio has grown through strategic acquisitions and partnerships that have positioned us as a leading medical distributor and service provider in the MENA, APAC and North America regions. Born from the need to bridge the gap between healthcare and technology, Leader Healthcare understands the need for innovative medical solutions that not only enrich patient health outcomes but equip healthcare providers with the resources to enhance value-based care across the healthcare supply chain. Inspired by the concept of 'changing lives using technology', we embarked on a mission focused on digital transformation as a core growth driver.

Renowned in the industry, Leader Healthcare's emergency medical solutions are both innovative and sustainable. Our comprehensive offerings, from ALS and BLS technologies to a dedicated team of highly skilled professionals, ensure advanced and compassionate Emergency Medical Services. With us, one thing is guaranteed, and that is comprehensive critical care and resuscitation solutions to equip one with lifesaving skills. Whether it is saving a stranger, family member or colleague, being rescue-ready and compassionate is fundamental to the EMS solutions we provide. Leader Healthcare's lifesaving efforts are dedicated to pre-hospital and emergency medical services, critical care or in-hospital defibrillation, public access, and first aid. We care about the health and well-being of one another and those we serve as simple acts of kindness matter. Leader Healthcare has been a renowned name in the market for more than a decade and a half now, with our readiness for every kind of emergency anytime, anywhere, enhancing the community's health and safety.

"Committed to our brand promise of dedicating ourselves to life's entirety, Leader Healthcare persistently innovates with an unwavering focus on addressing unmet healthcare needs. Concurrently, we renew our commitment to fostering healthier, happier communities worldwide," stated Malaz M. Fadlallah, Head of Medical Division at Leader Healthcare.

Beyond medication, palliative care plays a crucial role in enhancing well-being. Leader Healthcare specialises in home healthcare and physio-rehab solutions, providing care beyond basics to enable individuals to pursue their passions in their environment. With a focus on non-invasive, evidence-based care, our integrated team approach ensures enhanced recovery for various conditions, including normal wear and tear, illness, or injury. The growing number of healthcare providers, the rising older population, and the growing use of portable physiotherapy equipment in homes and sports have been immense recently. Understanding the nerve of the end-users in rehabilitation and mobility, we hold a bouquet of life-changing home healthcare technologies and solutions with trained and bonded caregivers.

In light of this and at the heart of our exhibit lies a revolutionary rehabilitation robotics solution that utilises compressed air for musculoskeletal disorders (MSDs). This not only aids in diagnosing back pain injuries but also delivers contactless treatment, reducing patient recovery times, waiting lists, and treatment costs. Imagine a future where rehabilitation is not just a process but an experience that maximises efficiency and minimises patient recovery times.

Last but not least, discover a paradigm shift in exercise modalities with intelligent, computerised training equipment designed for active aging, rehabilitation, and inclusive wellness. This evidence-based approach simplifies use, ensures safety, and increases motivation across a spectrum of ages and abilities, redefining the landscape of exercise and wellness.

Leader Healthcare's aim is to stop allowing pain and injury to interfere with one's enjoyment of life. With a sheer experience of being a market leader in electrotherapy, hydrotherapy, shockwave therapy, personalised mobility, speech therapy, gait analysis and rehabilitation, pediatric physio, pain management, neuro and ortho rehabilitation, gym, fitness, exercise therapy and so on we cannot wait to host you at Booth F10 in Hall 4.

Sweeping medical care is the essence of total well-being. While physio-rehab nurtures one's mobility, it is often backed by a great set of technologies, doctors and surgeons who can access real-time pictures of the inside of the body to understand the concern. To provide better treatment, doctors require correct diagnosis results. Thus, they largely depend on radiographers.

For more than 35 years, Leader Healthcare has been at the cutting edge of diagnostic imaging, creating healthcare solutions that can help enrich life for everyone. Recognised at home and internationally as a leading advocate for the profession of medical radiation technology, Leader Healthcare pioneered and perfected the medical imaging industry as a single source of radiology and equipment support services and a trusted provider of patient care and practice solutions. Leader Healthcare in Radiology is committed to developing products, tools and services to increase diagnostic confidence and operational efficiency.

With our global partners in radiology, we are bringing a new era in medical imaging, adhering to the "quality first" policy in its truest sense. Driven by our unique philosophy of comprehensive approach and made-for-life technologies, Leader Healthcare delivers solutions with reliable support and a collaborative approach to elevate patient care in every community.

Breathing is fundamental, and the human brain thrives on oxygen. Leader Healthcare recognises the critical role of respiratory care in that it not only helps us stay alive but also determines our quality of life.

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Leader Healthcare's mission is to improve quality in treatment and care by developing and industrialising world-class health solutions through our expertise and ecosystem. From our sound base of critical care/EMS, physio-rehab, radiology and respiratory care markets across the public and private spectrum and now onto home care and telehealth, Leader Healthcare continues to demonstrate a strong reputation synonymous with high-quality service provision in the GCC Market.

"Our team is devoted to supporting healthcare organisations nationwide, fostering collaboration with our clients to enhance the value within the supply chain," affirmed Husam Hassan, Director of Operations (GCC) - Medical Division and Simulation at Leader Healthcare.

In a world where healthcare evolution is imminent, Leader Healthcare stands at the forefront of innovation, ready to redefine the patient care experience. As we eagerly await Arab Health 2024, our mission is clear – to present a comprehensive range of solutions that encompass the entire healthcare spectrum.

Join us at Booth F10 Hall 4 to discover how Leader Healthcare has touched millions of lives, empowering healthcare initiatives with innovative medical equipment and technologies. To be part of our mission, contact Leader Healthcare at +971 56 526 5424 or **visit www.leaderhealthcaregroup.com**

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Emirates Health Services unveils blood-drawing robot

The technology, the first of its kind in the region, utilises AI and infrared imaging.

At the show, Emirates Health Services (EHS) unveiled its latest advancement, a blood-drawing robot. EHS is participating as a strategic partner for healthcare services in four main areas. Under the theme "Innovating for Your Health... Excelling with You," EHS is showcasing 27 healthcare projects, including 15 being presented regionally on its platform for the first time.

H.E. Dr. Yousif Mohammed Alserkal, Director-General of Emirates Health Services (EHS), emphasised that modern technology and artificial intelligence have revolutionised the healthcare sector. They have become a fundamental pillar in improving the quality of medical services and enhancing comprehensive healthcare. These technologies aim to enhance the patient experience, achieve higher efficiency in healthcare delivery, provide accurate and rapid diagnoses, improve medical record management, enable effective communication among medical teams, and ultimately facilitate more accurate medical decision-making.

H.E. added that EHS is keen on enhancing its leadership in using medical robots, given the vital role these robots play in enhancing the effectiveness and sustainability of medical services and efficiently carrying out tasks. This allows medical teams to focus on value-added tasks. He highlighted that the blood drawing robot will contribute to elevating the quality of this service by enhancing precision and speed and minimising risks. Additionally, he confirmed that EHS is actively involved in research studies related to the use of this robot.

H.E. Dr. Abdalla Alnaqbi, Acting Executive Director of the Clinical Support Services Sector at EHS, highlighted that technology is not just a means of progress but a vital partner that contributes to improving people's lives and delivering effective healthcare services. He noted that the introduction of the blood-drawing robot into EHS's facilities is part of their commitment to fully utilise this technology to enhance healthcare services and ensure the provision of sustainable and high-quality healthcare for everyone. He also pointed out that EHS is proactive in enhancing its medical and therapeutic services by equipping its hospitals with surgical robots.

Studies indicate that the robot can save 80 per cent of the time required by medical staff and reduce patient waiting time by 50 per cent for blood-drawing services. The technology used in this blood-drawing robot is the first of its kind regionally. It utilises artificial intelligence and infrared imaging, ensuring high-quality service. EHS revealed that the innovative device holds 56 patents in five different areas, with three more patents to be submitted for accreditation soon. These fields cover all internal systems and technologies used. Furthermore, the new patents will soon extend to include the UAE in the near future.

Visit EHS at stand H6.A10


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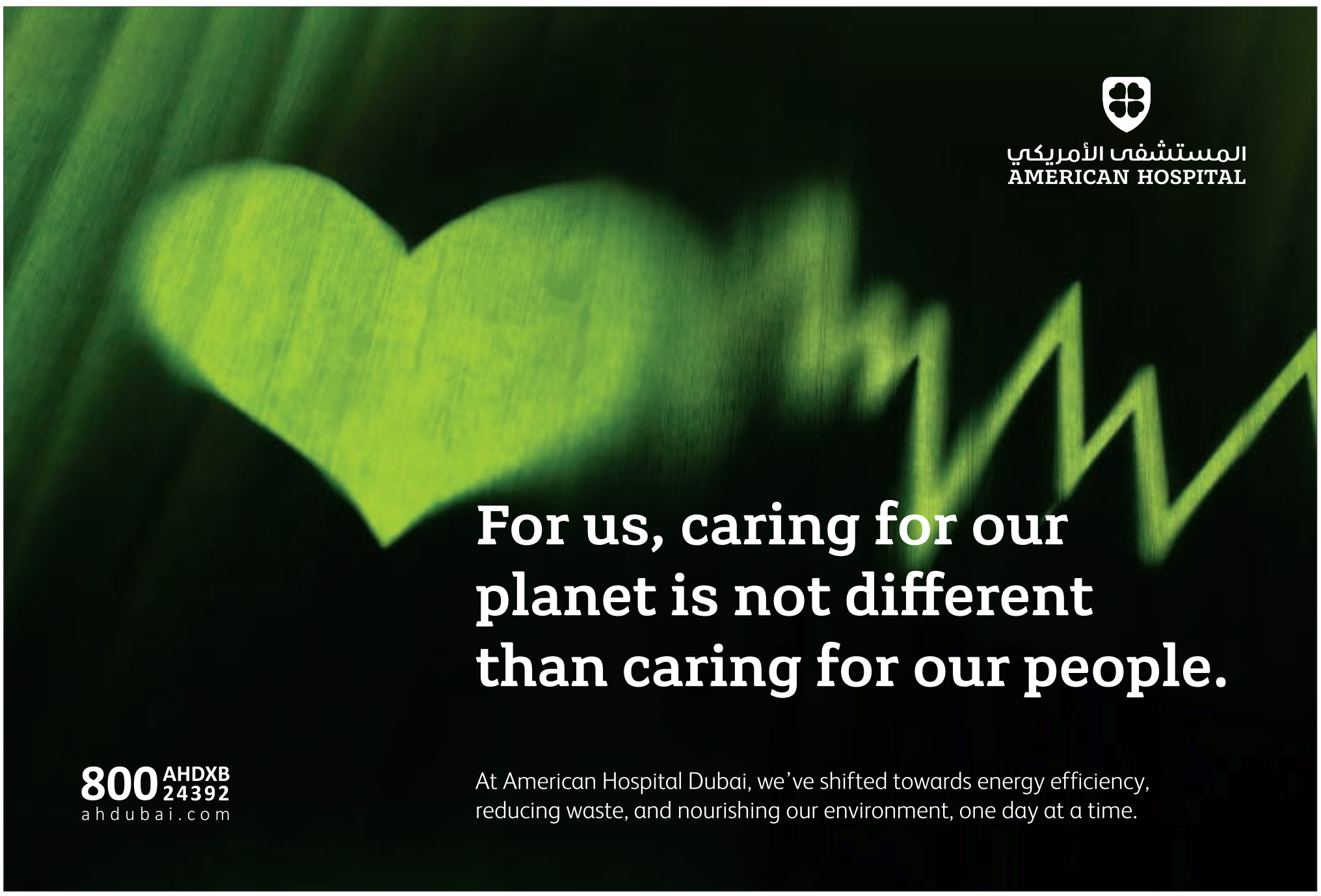
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Innovia Medical showcases single-use technology for collecting cervical biopsies

Benefits include potentially less discomfort

Innovia Medical has the DTR Medical® Cervical Rotating Biopsy Punch on display at this year's Arab Health. Over the four-day exhibition, Innovia Medical will highlight the device, which is designed for obtaining cervical biopsies during gynaecological procedures.

The DTR Medical® Cervical Rotating Biopsy Punch has a top jaw stronger than titanium, ensuring a high-quality sample. Its low-profile jaw enhances access to the transformation zone, while the rotational controller provides 360-degree rotation allowing for optimal positioning and patient interaction. The ergonomic design provides clinicians with the opportunity to obtain high-quality biopsies.

The DTR Medical® Cervical Rotating Biopsy Punch has demonstrated significant benefits in healthcare settings. Addressing the growing demand for cervical screenings and increased HPV testing, it enables high-quality samples to be taken the first time, leading to potentially less discomfort for the patient and a reduction in the number of repeat pathology tests.

Edward Sheppard, Product Marketing Manager, Single-Use Instruments, commented: "Arab Health offers a fantastic opportunity for Innovia Medical to present our wide range of products to customers and end-users, face-to-face. We value the opportunity to work closely with leading industry partners to improve surgical outcomes We look forward to connecting with new and existing partners and distributors and introducing our DTR Medical® Cervical Rotating Biopsy Punch designed to enhance accuracy in cervical biopsies."

Innovia Medical is a supplier of speciality surgical and sterile processing essentials, supplying medical devices to over 70 nations worldwide. The company works internationally with healthcare organisations and medical device distributors and has established its reputation for using the highest quality of materials and rigorous inspection protocols.

Innovia Medical is located on the ABHI UK Pavilion – H2.C38.

References available on request.

Continued from page 1

Areas of innovation and importance

Dr. AlBlooshi highlighted the major areas of innovation that will underscore the public health agenda for the emirate, with a focus on cross-country governmental collaboration, mental health initiatives that go beyond education and provide behavioural solutions, occupational health that play a greater role in the physical and mental well-being of employees, innovation in regulations to modernise with the times, and a greater focus on telemedicine and HCP communications using easily available technologies like ChatGPT and MS Teams for cross-entity collaboration.

Accessible genomics as a public health benefit

Dr. AlBlooshi also provided insight on how healthcare authorities can leverage genomics research and science — a major focus at this year's Arab Health expo - for public health in several impactful ways. These include disease prevention and risk assessment by helping to identify genetic predispositions to diseases like cancer, cardiovascular diseases, and diabetes, which can help develop targeted prevention programs. Genomics is critical in identifying and tracking pathogen outbreaks, such as viruses and bacteria.

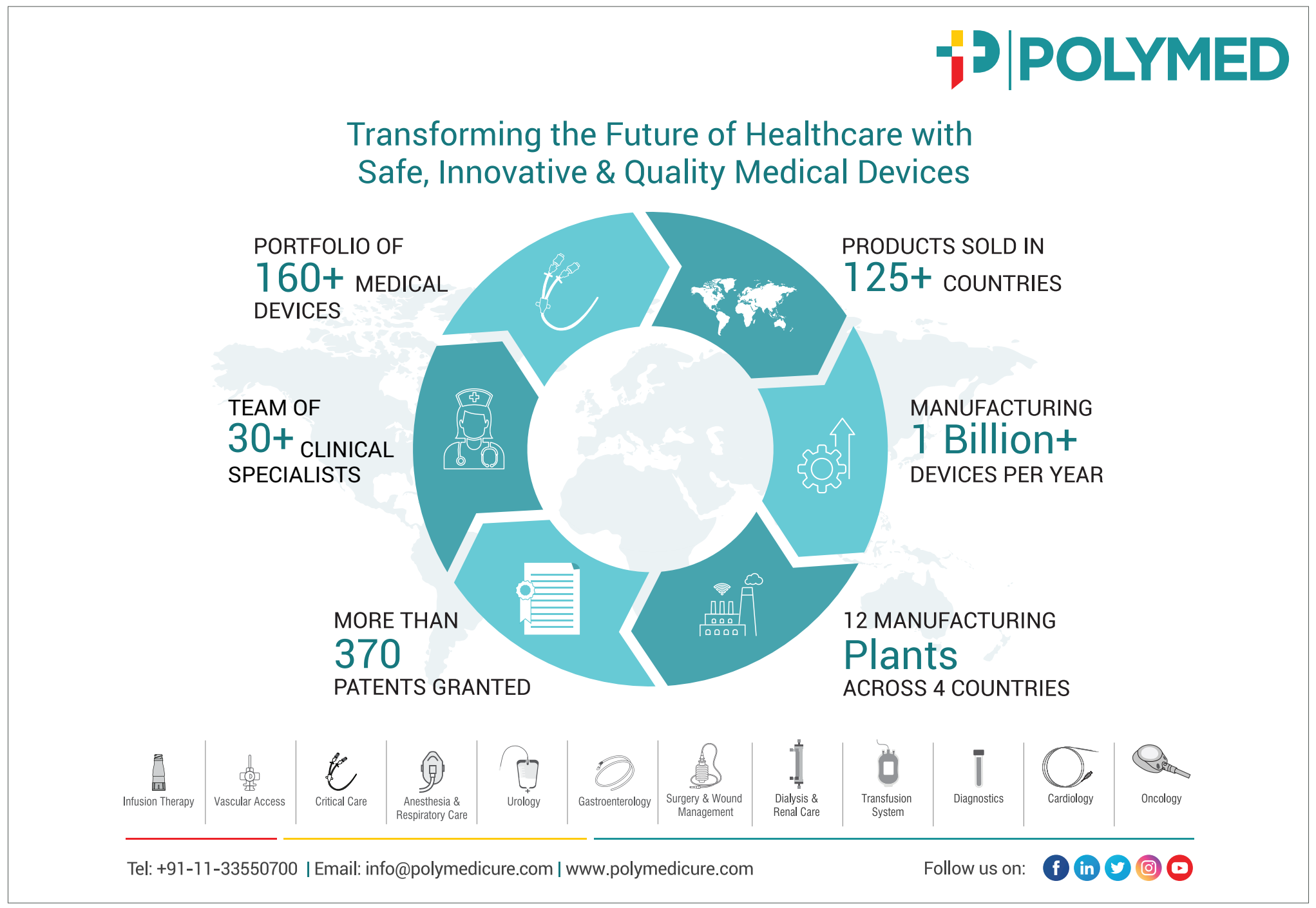
During the recent pandemic, genomic surveillance was crucial in tracking the emergence and spread of variants, informing public health decisions and vaccine development. It forced public health authorities worldwide to consider pre-empting future outbreaks, and the genomic sequencing of pathogens has helped in understanding their transmission, evolution, and drug resistance patterns, guiding public health responses.

Regulatory innovation

Innovation in public health needs to focus on the regulatory environment by leveraging data and new technologies and adopting adaptive regulatory frameworks that can swiftly respond to new health challenges. This must be done while ensuring regulations encourage research and protect public interests with a strong ethical foundation. Regulations are not merely about restrictions, emphasised Dr. Alblooshi, as transparent communication and education about health policies can enhance public trust and compliance. Regular evaluation and revision of regulations based on the exponential evolution in healthcare ensure continuous improvement in public health outcomes.

Data as a public health service

Underscoring these pivotal elements to a more robust public health sector is the continued development of data processing and integration. The UAE's Hasana project, a key driver of the public health authority's ongoing initiatives in streamlining healthcare for the country, relies on an EMS system which connects all the key stakeholder organisations to provide seamless access to patient medical records at any given time. This gives a patient the power over their data, said Dr. AlBlooshi, something essential for fast access to critical healthcare, cutting down consultation times in different clinics or hospitals due to repetition in collecting health information during each visit.



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Discover high-end medical imaging systems by DMS Imaging

DMS Imaging positions itself as the European leader in the field of osteodensitometry, offering a complete range of cutting-edge equipment.

With more than 40 years of experience in imaging, DMS Imaging is a French company specialising in the development, design, and manufacture of high-performance medical imaging systems, mainly for digital radiology and osteodensitometry. At the 2024 edition of Arab Health, the company is presenting its range of medical imaging solutions and upcoming innovations.

The French company aims to showcase its range of solutions in response to the major trends shaping developments in the medical imaging sector. Its participation in Arab Health represents a strategic opportunity for the company, offering it the opportunity to meet many radiology professionals and develop new partnerships. This presence at the show will also allow it to expand its distribution network, already made up of more than 140 distributors worldwide. For DMS Imaging, Arab Health is an important meeting point for the Near and Middle East market.

DMS Imaging innovates with Platinum Néo, innovation award at JFR 2021

Focused on innovation, the French company offers a complete range of high-performance equipment. In 2022, DMS Imaging launched a new product: a radiology table called Platinum Néo. Equipped with onboard intelligence, Platinum Néo is the first solution available on the market with such technology. This product is used by world-renowned institutions such as the American Hospital of Paris. During the third quarter of 2023, DMS Imaging launched a white-label evolution of the Platinum Neo, the Xavion, developed specifically for Canon Medical System Europe.

DMS Imaging positions itself as the European leader in the field of osteodensitometry, offering a complete range of cutting-edge equipment. Among its notable innovations, the company offers 3D DXA technology, a significant advance in the modelling of bone images. DMS Imaging's 3D DXA technology represents a major step forward in creating a detailed three-dimensional image of the femur. This innovative approach provides an in-depth view of bone structure, both cortical and trabecular. This results in a more accurate diagnosis, providing healthcare professionals with essential information for appropriate treatment.

DMS Imaging strengthens its global footprint with the acquisition of Solution for Tomorrow

The French company took the opportunity to acquire the Swedish company: Solutions for Tomorrow. It specialises in high-end mobile radiological equipment. With a base of 500 devices in 35 countries, Solutions for Tomorrow strengthens DMS Group's position in the global mobile imaging market.

Revolution in medical imaging

Based on a brand-new technology from Carbon Nanon Tube (CNT), DMS Imaging is preparing to launch mobile radiology equipment in 2024, which is a major step forward thanks to its cutting-edge technology. In addition, to support image-guided therapy, the French company plans to launch a new-generation operating theatre C-arm at the end of 2025, which will be more ergonomic for both patients and practitioners. The French company is committed to building increasingly mobile equipment.

"Made in France": an undeniable asset for DMS Imaging

With an international focus, DMS Imaging offers high-quality solutions that are perfectly adapted to the needs of its customers. As part of Plan Imaging 2027, the company is pursuing its strategy of constant innovation aimed at strengthening its position in the global market. Its real strength lies in its products labelled "Made in France", thus providing undeniable added value. In addition, its production centre, located in Gallargues-le-Montueux in the South of France, symbolises the company's commitment to national excellence.

DMS Imaging is present at the French pavilion in Sheikh Saeed Hall 1.

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Dignity Health International (DHI), the international arm of Common Spirit Health, one of the largest hospital systems in the United States, is furthering its relationship with RAK Hospital, the flagship multispecialty hospital of the Arabian Healthcare Group (AHG), by acquiring a strategic minority equity stake, further strengthening its existing relationship with AHG that began in 2018. AHG will become the common platform to provide advanced healthcare services in the UAE and in the wider MENA region.

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