



# Daily Dose

Day 1, Monday 29 January 2024

The official daily newspaper of the Arab Health Exhibition

## Dive into a one-stop destination for innovation and trends

Arab Health 2024 returns with a power-packed four-day show to pave the way for the sustainable delivery of care.

By Farhana Chowdhury

What is in store for healthcare in the year ahead? is an inevitable question industry professionals ask each passing year because striking a balance between staying abreast of trends while staying relevant to one's audience can be daunting. The year 2023 alone saw progress in various segments — from AI-assisted drug delivery and clinical automation to the implementation of augmented and virtual reality for training purposes. Circling back to artificial intelligence, this has seen substantial growth with various sectors adopting the technology into their business models to fuel efficiency and cost-savings and ease the burden on healthcare professionals.

The uptake of these models brings along a new set of concerns in AI ethics, and this year, we are expected to see regulators increase scrutiny over data access and privacy alongside investors pushing for sustainable operations. However, despite this novel buzz, the market value and growth of digital health solutions are expected to remain unaffected.

A recent *Morgan Stanley Research* survey, part of the What's NEXT – How AI/ML Could Reshape Healthcare report, said that 94 per cent of healthcare companies employ artificial intelligence or machine learning to some extent and that the industry's average estimated budget dedicated to these technologies is projected to grow to 10.5 per cent in 2024, compared to 5.7 per cent in 2022. Furthermore, health diagnostics, clinical trials, and drug discovery are some of the areas in which AI has flourished.

Climate change is another area of focus that is gaining prominence, further led by the recent COP28 in the UAE that sparked conversations around the environmental impact of healthcare systems. A study by EuroNews dubbed the global healthcare industry as the fifth-largest greenhouse gas emitter if it were a country, while the World Economic Forum recently highlighted that the industry is responsible for 4.4 per cent of global emissions. These alarming facts are making organisations re-evaluate existing practices and seek practical solutions.

But where does one begin? There are plenty of promising online platforms that claim to have the latest information and statistics to help develop a future-ready healthcare business. While these dig-



ital means offer knowledge and convenience, the experience of meeting experts in person, attending special seminars, and viewing real-life case studies hold greater value for professionals in the healthcare industry.

Catering to this demand, Arab Health 2024 returns this year with a new power-packed edition to serve as an international meeting point for healthcare leaders, innovators, and visionaries alike. Arab Health, which takes place between January 29 and February 1 with the UAE Ministry of Health and Prevention as an exclusive healthcare leadership partner, brings industry professionals together on a common platform to exchange knowledge, inspire with tried-and-tested solutions, and drive positive change that would ultimately create a strong, sustainable environment in the healthcare industry.

This year, Arab Health brings forth eight CME conference tracks at the Dubai World Trade Centre, namely Total Radiology, Surgery, Emergency Medicine, Obs&Gyn, Public Health, Quality Management, Orthopaedics and Diabetes. An additional two tracks — CSSD and Infection Control — are being hosted at the Fairmont Dubai.

Each conference is curated to help healthcare professionals explore valuable learning opportunities in an interactive space. Here it also seeks to nur-

ture collaborations within the healthcare sector and offer solutions for sustainable delivery of care. From enabling best practices in radiology to advance patient care via innovation and collaboration in the presence of international societies, namely Japan Radiology Society (JRS), Radiological Society of Saudi Arabia (RSSA), Pan Arab Association of Radiological Societies (PAARS) and the European Society of Cardiac Radiology (ESCR), to securing healthcare quality through digitalisation led by scientific committee composed of renowned industry leaders, this year's show is an unmissable event for all those seeking to be at the forefront of their career.

With a long-running legacy as one of the top progressive events of its kind in Dubai, Arab Health continues to build on its successful track record by diversifying its show portfolio with immersive segments. Returning for the second edition, the Future Health Summit is an exclusive part of the event that welcomes movers and shakers of the healthcare sector, notably senior government officials and CEOs, to gather round and unlock revolutionary concepts for generations to come. The theme, "Reverse ageing and longevity", will look at both business, finance and ethics of extending lives with science and technology.

Special zones have also been established this

year to pave the way forward. At the Smart Hospital and Interoperability Zone, attendees can view seamless interoperability in action in the Healthcare Transformation sector. The zone is an interactive area featuring an operating room, intensive care unit and emergency room complete with live demonstrations that showcase a variety of use cases to inspire visitors.

Arab Health is synonymous with progressive change, and this year, the show sees the return of a segment as well as the introduction of a new one — each aimed to aid the entrepreneurship community advance in their focus areas. The Innov8 competition is an exciting platform where participants will pitch their projects against each other in an attempt of taking home the grand title, funds to continue fuel their vision, and receive mentoring opportunities. Taking it a step further, the event will host the first-ever edition of Cre8 aimed to foster entrepreneurship among UAE-based youth. Students are given an imaginary budget and encouraged to present strategies for real-world problems in healthcare and how they would implement solutions.

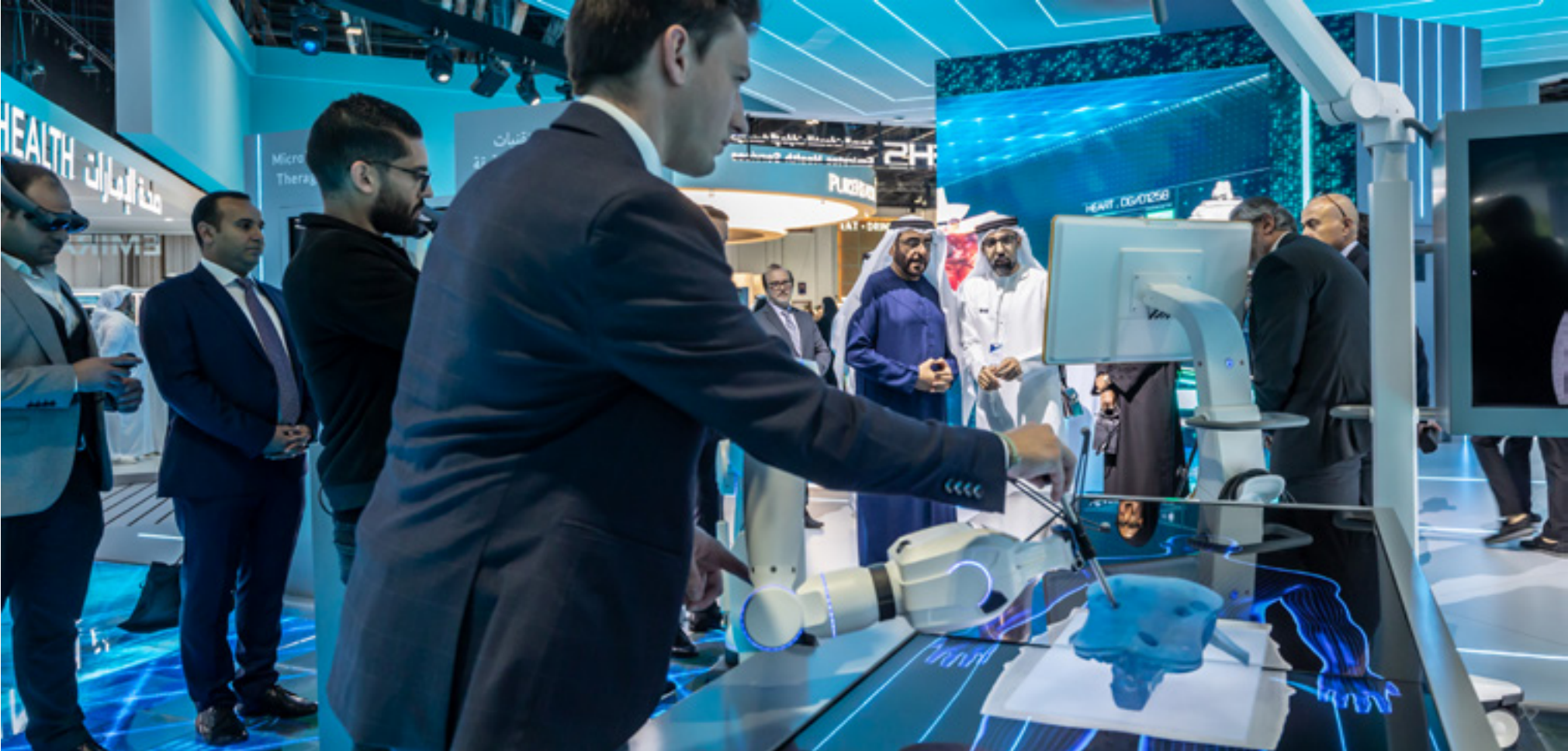
In addition, the show will feature thousands of regional and international exhibitors complete with state-of-the-art devices and solutions to enhance healthcare as we know it.



# Arab Health 2024 Floor Plan



# Today at a glance



## Arab Health 2024 Congress

| Conference                           | Room   | Start | Finish |
|--------------------------------------|--|-------|--------|
| CSSD                                 | Level 33, Fairmont Dubai   | 08:15 | 17:30  |
| Emergency Medicine and Critical Care | Abu Dhabi A, Above Sheikh Rashid Hall, Dubai World Trade Center  | 9:00  | 17:30  |
| Obs & Gyn                            | Dubai C & D, Above Sheikh Maktoum Hall, Dubai World Trade Center | 8:45  | 17:30  |
| Public Health                        | Abu Dhabi B, Above Sheikh Rashid Hall, Dubai World Trade Center  | 8:30  | 17:55  |
| Surgery                              | Al Ain J & K, Above Hall 4, Dubai World Trade Center             | 10:00 | 17:45  |
| Total Radiology                      | Plaza Tent, Dubai World Trade Center                             | 10:00 | 17:55  |

### Product Showcase

Smart hygiene, safer healthcare: unveiling the potential of remote hand hygiene monitoring  
**Company:** Diversey | **Location:** Transformation Zone, P.K.10, 15:00

Connected care - Driving quality of care through advanced analytics and technology  
**Company:** IQVIA | **Location:** Transformation Zone, P.K.10, 15:30

SuperSonic Imagine... much more than just imaging!  
**Company:** SuperSonic Imagine | **Location:** Transformation Zone, P.K.10, 16:00

Deglusterol: Clinical approaches in type 2 diabetes and potential therapeutic application in non-alcohol fatty liver disease (NAFLD) in middle east patients  
**Company:** CareGen | **Location:** Transformation Zone, P.K.10, 16:30

### Transformation Talks

#### Transforming medical learning: Video education and clinical preparedness for the doctors of tomorrow

Video streaming via the internet has altered the education of physicians. In this session, Dr. Jason Ryan will tell the story behind the creation of Boards and Beyond, his online video platform for medical students. Since launching in 2014, Boards and Beyond has grown into a library of over 500 videos and thousands of practice questions. It is used by hundreds of thousands of medical students across the globe. The story of its success demonstrates how medical education has changed in the era of the world wide web. Students now learn from instructors around the world in addition to those at their home institution. Faculty at medical schools must adapt to this changing landscape through creation of new and creative learning exercises.  
**Location:** Transformation Zone, P.K.10, 12pm

#### Cloud strategies in healthcare: applying knowledge to practice for total transformation

In the ever-evolving landscape of healthcare, the seamless integration of cloud technology emerges as the transformative force driving innovation, efficiency, and enhanced patient care. Experts from Stanford Health Care, AWS, and Nordic discuss the critical importance of executing an intentional cloud strategy as health systems' investments continue to prioritise a cloud strategy. Gone are the days when stakeholders need to be convinced that the cloud offers momentous possibilities; now is the era where expert knowledge that the cloud must be translated into application support. The discussion highlights the benefits of cloud deployment through strategic partnerships, including the ability to create space for innovation like generative AI, and other insights drawn from the expertise of world-class organisations.  
**Location:** Transformation Zone, P.K.10, 12:30pm

### Start-up Zone

An exclusive platform for SMEs to display their latest healthcare innovations on the show floor. **Location:** Behind Hall 7

### Smart Hospital and Interoperability Zone

This feature is offering digital health disruptors, cybersecurity, and AI solution providers an opportunity to showcase their latest innovations to the healthcare community from the MENA region. **Location:** Behind Hall 7

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# Six predictions that may impact healthcare in 2024

Digital health is here to stay, as smart data-driven tech appears to be the force behind global healthcare goals.

By Thomas Duparque, Healthcare Business Development Manager, EMEA, Zebra Technologies.

**Prediction #1: The retail-isation of healthcare continues to progress, transforming the delivery of care to be more accessible, convenient, and consumer-centric.**

When it comes to the retailisation of healthcare, the future is now. Retailisation is all about increasing access — making it more available to more people, and that is transformational. Health systems are being challenged on how they are providing more accessible, equitable care, particularly to people located in “medical deserts” or far from areas with easily accessible healthcare options. As a result, patient engagement remains a top priority for healthcare providers. Furthermore, patient engagement technologies – digital communications and records, mobile apps, patient portals, etc. – are expected to be a top spending priority for healthcare providers.

Industry initiatives will include single occupancy rooms, smart patient rooms, self-serve kiosks and digital front doors — the technologies patients use to interact with healthcare providers throughout their care experience. As the use of technology in the healthcare industry continues to grow, look for it to transform into a more “friendly” retail environment. This will help improve the overall patient experience (and experience scores (HCAHPS)), with more patients using self-service capabilities offering a “frictionless” experience from admissions to accessing their care every step of the way.

**Prediction #2: Interest in telehealth – and the emergence of new use cases inside hospitals and clinics – will continue to grow.**

Telehealth, or the combination of telehealth and in-home care, will be the preferred way of receiving care moving forward. This includes patients receiving care virtually and with a visiting nurse for modern-day healthcare house calls. There will be an increased expansion in home healthcare in the coming years with a focus on sending patients home vs. keeping them in hospital beds. It is important to note that this trend is in its early stages, and it is important to gain early ground here.

Expect digitalisation investments and digital health to be top IT priorities. Priorities have shifted toward tech that enable care teams to collaborate and coordinate care as well as share patient information. This will require improved real-time visibility of patients and the ability to target resources to orchestrate care delivery efficiently.

Heightened visibility into the potential of telehealth, chatbots, and remote patient monitoring prompt healthcare providers to determine the right care model and service delivery balance moving forward. Mobile devices with 5G connectivity will be imperative. Though most people think of telehealth as a provider consulting with an at-home patient, expect to see more inpatient oversight via telehealth through 2024. In both scenarios, high volume telehealth utilisation will drive greater use case sophistication, combining communications, asynchronous video, and AI applications. Telehealth also offers clinicians the flexibility they desire.

Traditional telehealth will continue to gain traction outside the hospital. The rise of telehealth (or telemedicine) during the pandemic proved that virtual care can be quality care. It has also

given new meaning to the phrase “doctors without borders.” In the past two years, healthcare providers have seen just how much they can impact people outside the local communities they normally serve. Clinicians are now available 24x7x365 to conduct routine checkups and triage medical crises.

**Prediction #3: Driving to comply with digital health regulations continues to drive tech modernisation and automation.**

Digital health is here to stay. This means the need to transform and adhere to digital healthcare standards is non-negotiable for healthcare providers. As the norm is to ID everyone and everything in all healthcare settings, the industry will be focused on digital identity for all patients and assets to improve asset management. Data transparency among all enterprise stakeholders is increasing. Healthcare leaders have an opportunity to build trust with partners by becoming more transparent.

Over 60 countries have now enacted digital health regulations and/or Ministry of Health digital mandates which include unique device identification (UDI) and medication serialised marking. Both UDI and medication serialised marking provide a digital identifier on medical devices used in patients, such as a pacemaker, and medications given to patients, essentially providing the ability to track and trace a device or medication. As hospitals implement the digitisation to comply with these regulations, they’ll reduce adverse product recall and inventory events and falsified medical product use. Another benefit will be accelerating HIMSS Stage 7 implementations, the highest level that a healthcare organisation can reach to show it is leveraging technology in a useful and meaningful way.

**Prediction #4: Labour challenges and nurse staffing shortages will continue, leading to automation and AI solutions to better manage operations and accelerate innovation.**

Healthcare costs are 10 per cent of global GDP spend as the nursing shortage continues to grow and more healthcare providers drop out of the workforce or seek roles that provide more flexibility. Higher operational costs coupled with labour shortages feels like a recipe for disaster. Undoubtedly, the healthcare industry will need to be more innovative to improve operational efficiency, capacity and labour management associated with the higher costs and less available labour challenge.

The demand for more flexible healthcare roles is also adding a new twist to the labour challenge. According to McKinsey, 45 per cent of healthcare practitioners say they do some remote work, perhaps reflecting the rise in telemedicine. As telehealth and home healthcare expand, expect more clinicians to seek more roles that provide more flexibility. A typical shift for a clinician requires that they remain within the four walls of a healthcare setting, whereas providing care in a home gives clinicians flexibility and allows them to spend more time with patients and provide more personal care, autonomy and control.

Within hospitals, leaders will automate as many workflows as possible to better manage supply chain, patient demand/turnover, and the workforce. They know they must improve resource utilisation and service quality. Healthcare will require more end-to-end visibility in the supply chain, together with other applications driving environmental sensing growth. Expect providers to adopt real-time health system supply chain platforms, driven by the need to more closely align supply chain logistics with clinical activity.

Automating the right processes will allow for more efficient throughput management, as well as scheduling optimisation. Expect more interest in business model transformation, which includes dual systems of care, site of care shifts, and virtual care product lines.

As the healthcare system is strained by an ageing population and broadened access to public health care, it will be nurses that feel the

weight of patient responsibility on their shoulders. According to a recent McKinsey study, 45 per cent of inpatient nurses (who make up about nearly half of the 4.2 million nurses in the US) say they are likely to leave their role within the next six months. The top reasons cited were not having a manageable workload and not feeling valued by their organisation.

Though these stats reflect the US situation, this is a global concern; it’s estimated that up to 13 million nurses will be needed to fill the global nurse shortage gap in the future. Staffing shortages are driving the need for artificial intelligence to accelerate innovation, particularly for patient diagnosis, treatment and home healthcare. In the same study, nurses expressed that documentation, or “hunting and gathering” takes up about 15 per cent of their time during a shift, rather than patient care. Tech and digital solutions can help reduce this burden on nurses’ time. Leaders lean on the full capabilities of next-gen AI given the sheer volume of data and insights it can provide to drive solutions. Do not underestimate the speed at which AI will play a larger part in healthcare.

**Prediction #5: Non-acute (home healthcare and ambulatory) care providers will become fast technology adopters.**

The growth of patient care and jobs outside the hospital is one of the fastest-growing segments in the industry. The non-acute sector must make up for months of paused procedures during the pandemic. The faster they can turn patients and procedure rooms, the more revenue they can generate. However, such turns require precision and extensive coordination between clinical and non-clinical staff. Expect to see increased digitalisation of information systems and widespread deployments of clinical smartphones and healthcare-grade tablets that can expedite positive patient ID, check-ins, reporting, charge capture and more. The entire patient journey will be digitalised, to the benefit of physicians, nurses, support staff and patients alike.



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# CommonSpirit Health and Arabian Healthcare Group showcase their transformative alliance

The partnership combines international clinical expertise with local healthcare excellence.



Sponsored Article

The leading US healthcare Group, CommonSpirit Health and UAE's Arabian Healthcare Group (AHG) have taken a significant step in fortifying their existing partnership by jointly participating at the show. This collaborative effort not only underscores their commitment to advancing healthcare but also serves as a testament to the growth, services, and innovative solutions that their alliance brings to the region.

The heart of this strategic partnership lies in RAK Hospital, AHG's flagship multispecialty hospital, which is poised to be a central hub for advanced healthcare services in the UAE and the broader MENA region through co-investment and collaboration. Last year's Arab Health marked a pivotal moment when Dignity Health International (DHI), the international arm of CommonSpirit Health, acquired a strategic minority equity stake in RAK Hospital. This move further solidified the relationship between CommonSpirit Health and AHG, which was initiated in 2018.

One of the key objectives of this alliance is to introduce and implement advanced healthcare protocols from the United States within RAK Hospital. This infusion of expertise ensures that patients receive the highest level of care, setting new standards for medical services in the region.

Positioning RAK Hospital as a preferred medical destination, the collaboration aims to provide patients with access to specialised care across various domains, including cardiac services, orthopaedics, neurosciences, musculoskeletal conditions, and rehabilitation. Moreover, for specific and advanced medical requirements, RAK Hospital will act as a gateway, seamlessly connecting patients with the most suitable facility from CommonSpirit's vast

network of 140 hospitals and over 1,500 care sites across 21 US states.

Dr. Raza Siddiqui, CEO of Arabian Healthcare Group and Executive Director of RAK Hospital, expressed his enthusiasm, stating: "This Arab Health, CommonSpirit and us are jointly participating and joining the same platform. This collaboration is a testament that we are going to work together in the region, and CommonSpirit will be a key partner in our journey. On this platform, we officially showcase that RAK Hospital will be the go-to source for all information and coordination required with CommonSpirit. They will play a pivotal role in helping RAK Hospital become a premier healthcare destination. All technology transfers have commenced, and our policies, procedures, and protocols are aligning with CommonSpirit standards. This partnership is a significant step towards strengthening our medical capabilities and establishing a new healthcare landmark in the region."

The collaboration extends beyond the confines of Arab Health, with the development of a robust Patient Navigation Center. This innovative model positions RAK Hospital as the central hub, with satellite navigation centres planned for other countries, including Ghana, Kenya, Nigeria, Pakistan, and Bahrain. The Patient Navigation Center aims to provide patients and their clinicians with seamless access to exceptional clinical expertise across CommonSpirit's affiliated network. The goal is to reduce the burden of medical travel for regional patients and streamline the coordination of care.

Furthermore, the collaboration involves a joint effort between DHI and AHG management teams on a visiting physician program. This initiative will see CommonSpirit physicians collaborating with RAK Hospital to develop best-in-class protocols for targeted specialties. Leveraging digital technology, DHI and AHG aim

to provide RAK Hospital patients with effortless access to CommonSpirit's expertise through telehealth services.

The expansion of RAK Hospital from its existing 65-bed capacity to 200 beds is a pivotal component of this collaborative venture. This expansion aims to enhance healthcare delivery, with a focus on providing advanced tertiary care. Specialised services will include cardiac services, neurosciences, orthopaedics, musculoskeletal conditions, rehabilitation, and additional services.

The collaboration between CommonSpirit Health and Arabian Healthcare Group goes beyond geographical boundaries. With CommonSpirit operating 140 hospitals and over 1,500 care sites across 21 US states, and AHG managing RAK Hospital, the leading private hospital in Ras Al Khaimah, this partnership combines international clinical expertise with local healthcare excellence.


DHI's role as a member of the National Center for Healthcare Leadership's U.S. Cooperative for International Patient Programs (USCIPP) further strengthens the collaborative efforts. USCIPP, a consortium of American academic medical centres, hospitals, and health systems working with international patients and institutions, facilitates peer-to-peer learning, research, and collaboration.

RAK Hospital, managed by AHG, stands as an exemplary showcase project, seamlessly blending premium hospitality with world-class healthcare. Since its inception in 2007, RAK Hospital has played a pivotal role in strengthening the UAE's position in the field of medical tourism. With over 650,000 unique registered patients, more than 75 doctors, and 300 nurses and support staff, RAK Hospital continues to provide specialized services, including a fully equipped Neurosurgery and Spine Centre, Orthopaedics and Joint Replacement Surgery, Neurosurgical services, Cardiac Surgery

and Interventional Cardiology, Minimal Invasive Surgical procedures, and wellness treatments through its spa.

In conclusion, the CommonSpirit Health and Arabian Healthcare Group alliance is poised to redefine healthcare in the MENA region. This transformative partnership brings together the best of international clinical practices and local healthcare excellence, setting a new standard for patient care and medical innovation. As RAK Hospital expands its capacity and capabilities, the impact of this collaboration is expected to resonate across borders, creating a healthcare model that is sustainable, advanced, and patient-centric.

Visit RAK Hospital at stand C.C100



Dr. Raza Siddiqui, CEO of Arabian Healthcare Group and Executive Director of RAK Hospital

# Arab Health sells out as international exhibitors hit record levels

Arab Health 2024 is welcoming over 40 country pavilions, including Serbia and Hong Kong, who will make their debut at the event.

By Staff Writer

Arab Health 2024, the Middle East's largest healthcare event, officially sold out in November —more than three months before the event — with a record number of international exhibitors taking to the show floor.

Arab Health is welcoming over 40 international pavilions, which will not only see Serbia and Hong Kong make their debut at the event but also see Australia, Estonia, Italy and Indonesia increase the size of their pavilion exhibition space, ensuring an even greater number of exhibitors from those countries will be able to showcase their latest groundbreaking healthcare products and advances.

Ross Williams, Exhibition Director at Informa Markets, said: "Arab Health continues to underscore its popularity as a leading healthcare showcase by the sheer demand from the global healthcare industry to exhibit at the event. In the last 49 years, we have built an enviable position as the place where the industry can see the latest innovations, hear from experts in a range of fields critical to the future of healthcare, and as a place to secure deals and do business.

"This year, we will once again provide a platform for the global healthcare market to meet in what



will be our biggest show to date with a truly international focus."

Other returning pavilions for the 2024 edition of Arab Health include India, Germany, New Zealand, South Korea, France, and the US, while Saudi Arabia and Egypt will be among the pavilions

medical company and healthcare providers in the Eastern Province. They will be joined by leading UAE distribution company Pharmatrade and the UAE's Al Khayyat Investments, both of whom are exhibiting for the first time.

In line with the theme 'Connecting Minds, Transforming Healthcare', this year's show will focus on the future of healthcare and the game-changing technologies utilised in the region and globally. This will be highlighted through the show floor being split into nine distinct sectors, including medical equipment and devices, disposable and consumer goods, orthopaedics and physiotherapy, IT systems and solutions, healthcare infrastructure and assets, wellness and prevention, imaging and diagnostics, healthcare and general services and healthcare transformation.

"This improves the quality of leads for exhibitors by generating targeted traffic and fast-tracking connections," said Williams.

Additional new features this year exploring the future of healthcare include the Smart Hospital and Interoperability Zone and the UAE student-focused competition, Cre8, a one-day event that tasks participating UAE students to imagine, innovate and create a solution for a real-world healthcare problem using an imaginary budget of AED 100,000.

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# Emergency departments still reliant on trained human skills despite AI takeover

Learn ways to boost resource management skills as an emergency medicine and critical care specialist at dedicated conference moderated by Dr. Ayesha Almemari.



By Farhana Chowdhury

Fatigue and burnout continue to be among the main challenges affecting physicians and nurses in emergency medicine (EM) and critical care (CC). According to Dr. Ayesha Almemari, MD, FRCPC, LLB, an Abu Dhabi-based Consultant in Emergency Medicine and Critical Care, quality training and sophisticated technology may hold the key to resolving the ongoing concern. Referring to the high rates of burnout in this practice, Dr. Almemari added: “Working in a high-performing team in the emergency department (ED) and intensive care unit (ICU) is mentally draining over time.”

In addition to that is the physical burden of working in shifts and during non-social hours. “It is well known this leads to an increased rate of cardiovascular disease. It also affects patient-doctor relationships and impacts patient satisfaction with the care provided. On a system level, there is an international shortage of trained EM and CC physicians and nurses, hence training in both fields is essential. For EM, we do have many training programmes in the UAE. CC is now starting to focus on quality training to ensure there is enough manpower for the future,” she added. Dr. Almemari is set to moderate the Emergency Medicine and Critical Care conference at Arab Health, which will address a variety of concerns in the field. “Every year we look forward to connecting with like-minded healthcare professionals who strive to learn new skills and exchange knowledge and expertise. Additionally, Arab Health is unique for providing one of the largest medical technology and supply exhibitions that brings state-of-the-art technology to our reach. The programme’s focus this year is to identify the best standards of common emergency and critical care conditions such as sepsis, stroke, diabetes ketoacidosis, patients with intoxication,

and much more, to prepare professionals to work in diverse clinical settings. The session will look at the accessibility of resources for a healthcare worker in various emergency and critical settings to deliver a high level of care. This includes a look at challenging low-resource settings, understanding what minimum standards are acceptable and ways to prioritise the use of existing resources to deliver such standards. “Resource management is an important skill for EM and CC professionals, and all healthcare professionals,” she added.

**Status of emergency departments**

Emergency medicine and critical care have undergone a series of evolutions in the last decade. However, they are still considered “new” specialties under the healthcare umbrella, according to Dr. Almemari. The practice is expected to see an increased integration of sophisticated technology including artificial intelligence in the coming years.

“This space is promising for emergency departments. There is ongoing research around applications to help predict patient volume to adjust staffing accordingly and reduce ED crowding,” she said. Other helpful solutions include efficiency in diagnosis, recognising early signs of patient deterioration, and suggesting the best treatment plan.

“However, this does not replace the physician’s role but supports clinical decisions and helps guide physicians in making decisions,” she added.

There remains a significant gap in the number of trained emergency and critical care physicians across the UAE and region, with professionals more commonly found in emergency departments in major hospitals only. In this regard, Dr. Almemari is hopeful that advancements in technology may ease the burden on the existing workforce until a new generation of trained specialists enters the field.

The future of both emergency medicine and critical care is promising, she says, with new advancements in patient monitoring technology as well as research around artificially intelligent applications that could assist the emergency department flow and aid physician decision-making. In critical care, applications are being developed around diagnosis and management decision-making.

Dr. Almemari added that emergency medicine and critical care are very dynamic fields and open the horizon for specialists to pursue various focus areas. She achieved a master’s in quality and safety in healthcare management, a master’s in organ donation and transplant, and recently completed a bachelor of law intending to specialise in medical law.

“We encourage the young generation to utilise the flexibility offered by the emergency medicine shift work lifestyle and further specialise in any of the EM subspecialties such as toxicology, paediatric emergency medicine, medical education, sports medicine, aviation medicine, and much more, or trailblaze new roads and dig into programming and artificial intelligence world,” she added.

**Emergency medicine — then and now**

Looking back at its origins, Dr. Almemari said that the world’s first residency programme for emergency medicine dates to 1970 in the US, where it was recognised as the 23rd speciality in the American Board of Medical Specialties in 1979. And while the critical care speciality saw its global beginning around the 1850s, the version we are familiar with today was officially marked in 1959 with the introduction of positive pressure ventilation at the first critical care unit in the University of Southern California and the University of Pittsburgh.


“In the UAE, the first proper emergency medicine department began in 1999 in Abu Dhabi

and the first emergency medicine residency programme began in 2007 in Dubai. Separate Critical Care fellowship is about to begin under the National Institute for Health Services (NIHS) hence building capacity in critical care medicine is indeed critical,” she said.

*References available on request.*

**Food for thought**

Health is an essential right of every human. Equity in the provision of quality healthcare to all humans worldwide is a goal to be achieved by healthcare professionals and leaders. Bringing awareness of strategies to provide equitable EM and CC to EM and CC professionals is essential to equip them with the required knowledge for them to advocate EM and CC equity.



Ayesha Almemari, MD, FRCPC, LLB, is a Consultant in Emergency Medicine and Critical Care based in Abu Dhabi. She will be speaking at the Emergency Medicine and Critical Care conference at 11:50am today.



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# Transforming healthcare: How the CPT code set is enabling value-based care

Adoption of the CPT code set for use in the healthcare system in Dubai enables greater transparency to identify overlooked opportunities.



By Chris Jagmin, M.D.

At a time when healthcare costs have become a sustainability concern globally, value-based care has emerged as a path to address future healthcare challenges while maintaining a focus on improving patient outcomes. In the UAE, the Dubai Health Authority's (DHA) Dubai Health Insurance Corporation (DHIC) announced last year the launch of a first-of-its-kind value-based healthcare model for the Emirate, jumpstarting a new era in healthcare services.

The new initiative, known as EJADAH, is an innovative approach aimed at not only enhancing the quality of healthcare but also prioritising preventive care.

"EJADAH will work towards ensuring that Dubai's healthcare sector becomes more sustainable and patient-centric going forward, with incentivising improvements in value – rather than volume – through alternative payment models," according to DHIC consultant, Dr. Mohamed Farghaly, Family Medicine Consultant, Diabetologist and Professor of Medicine at Dubai Medical Collage.

Value-based care seeks to improve patient outcomes and elevate the patient experience while managing the efficiency of care and reducing unneeded costs within the healthcare system. It represents a system where providers are rewarded based on positive patient outcomes, quality, and efficiency. By pinpointing areas where quality improvements can be made, healthcare systems then can focus their resources more effectively on care paths that benefit their patients most.

Adoption of the Current Procedural Terminology (CPT) code set for use in the healthcare system

in Dubai enables greater transparency to identify overlooked opportunities, such as preventive care or underutilised healthcare practices. The CPT code set is a medical terminology maintained by the American Medical Association (AMA) and forms the backbone of healthcare data interoperability in the UAE today. CPT codes support new and novel care delivery models by accurately describing the services and treatments patients receive and classifying healthcare data to reduce administrative burden and improve patient and public health outcomes. Furthermore, data classified by the CPT code set enables stakeholders, who manage limited resources, to benchmark quality measurements for patient cohorts and share care service and resources more equitably.

Use of the standardised CPT code set aligns with the mission of healthcare systems to enhance the quality of patient care while optimising cost-efficiency. Here are some examples of how CPT content contributes to these alternative payment models:

- **Link cost and quality measures:** CPT codes allow for standardised reporting of healthcare services, so that care can be accurately documented. Healthcare systems and providers can evaluate the cost-effectiveness of their discrete services. Additionally, the standardisation allows for the tracking and comparing of quality measures, so that patient care can be aligned with best practices and benchmarks, thus enhancing the quality of care delivered.
- **Digitally enabled care and emerging technologies:** With the advent of telemedicine,

wearable devices, and health monitoring apps, CPT content accurately represents the services provided in a digital care setting. This not only allows for the efficient delivery of care but also enables new avenues for preventive healthcare. For example, remote monitoring and telehealth visits can help patients manage chronic conditions and receive timely interventions, reducing the overall cost of care while improving patient outcomes.

- **Coordination of patient care:** With CPT codes providing a standardised language, healthcare professionals can seamlessly communicate and coordinate patient care across different modalities, providers and specialties, helping them provide patients holistic and well-coordinated care. In a value-based model, this collaborative approach that CPT content facilitates can lead to better patient outcomes and reduce duplicative services and unnecessary costs.

CPT content continues to empower healthcare systems to accurately describe medical procedures and services, elevate quality, improve productivity, manage costs, and thus expand patient access. The DHA's commitment to launching EJADAH represents a positive step for new value-based models "that will no doubt also pave the way and inspire other territories in the region to consider similar approaches," according to Dr. Farghaly.

As healthcare delivery transforms in the GCC region, pioneering developments serve as an inspiration for a healthier future. Value-based care with the CPT code set at its foundation holds promise as an effective healthcare delivery system

that remains patient-centric and contributes to sustainable healthcare services across the region and beyond.

**About the Current Procedural Terminology (CPT) code set**

The Current Procedural Terminology (CPT) code set curated by American Medical Association (AMA) is a comprehensive, standardised language that seeks to empower physicians and health systems to improve quality, increase access, and lower costs. Frequently updated and trusted for more than 50 years, the CPT code set enables innovative clinical practices and technologies that support the modern delivery of care.



Chris Jagmin, M.D. is the Chairperson, CPT Editorial Panel

# Strategies to face challenges in CSSD

President of the World Federation for Hospital Sterilisation Services highlights sustainable practices in this focus area.

New trends are underway in the hospital sterilisation setting and understanding of the upcoming challenges to get ready to face them. Excerpts from an interview with Dr. Christine Delebecque-Denis, President of the World Federation for Hospital Sterilisation Services.

**1. Tell us a about the World Federation for Hospital Sterilisation Services, its activities, and goals.**

The WFHSS is a scientific non-profit organisation whose purpose is the worldwide improvement of knowledge and practices related to decontamination, cleaning, disinfection and sterilisation of Reusable Medical Devices (RMD) in healthcare facilities, and related topics. The members of the WFHSS are national or regional non-profit associations working in this field.

**The objectives of the WFHSS are:**

- bring together national and regional academic societies worldwide to exchange knowledge and information
- to promote research and education
- to support innovation and development
- to organise surveys
- to provide communication networks to gather and disseminate resource information among the members
- to help individuals to find a national association in their own country by providing information, advice and assistance
- to organise international multidisciplinary scientific congresses
- to organise workshops and education sessions
- to develop and enhance education and training programs worldwide to a minimum common standard
- to participate in standardisation committees
- to be a representative, on demand, of World Health Care organisations or other international institutions.
- to gather and spread information from members regarding the environmental health with the purpose of reducing the carbon footprint of the activity.

**2. What is the current landscape of hospital sterilisation services? How has this evolved in the last decade and what are some of the latest trends?**



Dr. Christine Delebecque-Denis will be speaking at the CSSD conference at 9am today.

The situation of sterilisation departments around the world is very heterogeneous. It goes from fully automated super centres with educated staff, quality management system and tracking to hospitals with only one room in the basement with people on their own without any SOP or education. Nevertheless, during the last decade the evolution has been considerable: awareness, understanding of the role of sterilisation departments in patient safety, and implementation of good practices have allowed a better reprocessing of RMD. Education has also been promoted.

The more advanced services are seeking now for optimisation of the organisations with automation and tracking. The footprint of sterilisation departments and disposable medical devices is also becoming a hot topic and will probably be the challenge in the coming years.

**3. In your opinion, what are some of the underlying challenges and concerns surrounding this focus area,**

**notably from the perspective of healthcare providers and professionals? What strategies should be undertaken to initiate solutions?**

From the perspective of healthcare providers, the sterilisation departments shall be considered essential, as they support all surgical and medical activities. To fully play this role, they need educated staff and equipment as well as other departments of the hospital.

The current situation shows that more education is required and the goal for the future will be to keep the best level possible of sterilisation practices while taking sustainability into consideration.

For healthcare providers, it means keeping sterilisation departments focused on education and quality and at the same time seeking the optimisation of organisations. Implementation of indicators to evaluate the performance of the departments is strongly recommended in this context and will be extremely helpful. The question of outsourcing is also relevant but shall be dealt with expertise.

**4. Tell us about the role and impact of automation and technology in sterilisation. What lies ahead in his scope?**

Technology has a huge impact on the quality of the reprocessed RMD. Equipment (when maintained and validated) are more reliable than people as they perform with reproducibility. Cleaning, for example, should not be performed manually anymore (except if required by IFU) and all the RMD shall be cleaned in washer-disinfectors. Technology provides also means to control (like boroscopes) or monitor efficiently.

With automation, the objectives are both to bring a safer and healthier environment for the operators and facilitate the optimisation of the organisations. Optimisation is becoming somehow mandatory in the context of limited resources.

**5. What can attendees at Arab Health expect to see at the CSSD conference at Arab Health?**

New trends and understanding of the upcoming challenges to get ready to face them.



# Automation maximises efficiency and savings

The integration of automation and telehealth is revolutionising critical care delivery.



By Brian Douglas

The way healthcare is provided and accessed by patients has been revolutionised by telehealth, which has become a transformational force in the healthcare industry in recent years. Improving patient outcomes with technology while addressing the growing need for easily accessible healthcare treatments is what has made telehealth such a desirable commodity for providers of all sizes. Patient care will only continue to improve as cutting-edge solutions are developed and integrated around the world. Let's look at the many aspects of telehealth and the benefits of automation in healthcare, from better patient outcomes and cost savings to increased access to care and the possibility of remote diagnostics.

### Healthcare organisations face major efficiency and cost challenges

Nowadays, most healthcare organisations leverage technology for streamlined operations and cost/time savings. However, doctors frequently spend a great deal of time recording patient information, which results in more administrative work and less in-person patient contact. That's just one example of the inefficiency of traditional workflows that don't use automation and telehealth solutions to their fullest potentials. Here's how a lack of technological integration affects healthcare departments overall:

**Manual data entry takes up valuable time:** Clinicians have high burnout rates and less time to provide high-quality patient care due to excessive workloads and inadequate resources. Ten years ago, researchers in a groundbreaking study found that, on average, 44 per cent of a physician's time was spent on data entry. Compare that to just 28 per cent of time spent on providing direct patient care. During a 10-hour shift, the total number of

mouse clicks approaches 4,000 for one physician. So, there needs to be optimised technology and automated workflows — not simply more technology. More efficient healthcare resource allocation would boost hospital income by enabling emergency physicians to spend more time actually caring for patients.

### Revenue leakage occurs due to insufficient resources:

Patients outside of major cities and towns frequently receive care outside their community because rural hospitals have limited ICU beds and cannot afford to hire intensivists. These unaccounted-for ICU procedure expenses result in millions of dollars lost in ICU treatment.

A legislative report from 2012 confirmed the obvious: A decrease in patient volume often precedes a rural hospital closure, and unfilled beds might strain a hospital's capacity to meet the community's need for outpatient services. It's a multi-sided problem, as the American Hospital Association says that rural clinics accounted for one in every 12 rural jobs and generated around US\$220 billion in economic activity in 2020 alone. So, rural communities suffer financially and medically when hospitals disappear.

### How does automation streamline operations and mitigate financial inefficiencies for critical care delivery?

Automation can significantly transform the healthcare industry by tackling some of its most urgent problems. As previously mentioned, the workload that administrative duties place on healthcare personnel is one of the industry's main issues. Automation of a patient's critical diagnostic data through Electronic Health Records, however, reduces the common errors associated with paper-based records by enabling healthcare personnel to access and update patient information easily.

Meanwhile, telehealth virtual visits greatly lessen the impact when there is a scarcity of intensivists and other specialists in an underserved community. This is a prime example of how telehealth can improve patient outcomes: It increases healthcare delivery to more patients in remote places. Physicians can efficiently diagnose, treat, and monitor patients for treatment risks through these telemedicine sessions, which lessens stress and allows for efficient healthcare resource allocation.

### Integrating automation and telehealth means more effective healthcare

By simplifying repetitive processes like data collecting, monitoring, and drug administration — the typical list of manual administrative tasks — automation in critical care can maximise resource usage. Moreover, access to specialist treatment is made easier by telehealth, especially in rural or underdeveloped locations.

Healthcare organisations can scale intensivists to provide care to several locations from one central location. How can telehealth improve patient outcomes? Here are a few more substantial ways, particularly for smaller healthcare providers:

- Advanced monitoring systems that use artificial intelligence can identify minute changes in a patient's state and prescribe preventive care that may be used in future telemedicine. By adopting these systems, smaller institutions can improve patient outcomes and resource utilisation by offering sophisticated treatment without needing several on-site specialists.
- With the increasing proficiency of telemedicine solutions in managing large amounts of data, healthcare facilities can employ predictive analytics for improved patient flow, patient stratification, and overall operational efficiency.
- Continuity of care can be ensured for ICU patients by extending telemedicine into the home

and enabling monitoring of the patients even after they are discharged. Smaller hospitals can use this technology to improve patient satisfaction, lower readmission rates, and guarantee consistent revenue from post-acute care.

The emergence of blockchain technology leads to safer methods for exchanging patient data between various platforms. Blockchain technology can help smaller hospitals securely grow their telemedicine services, allowing them to coordinate care with larger systems and guarantee compliance with laws governing health data.

With their myriad benefits and potential for further growth, telemedicine solutions in ICU settings are set to change the future of critical care delivery. By embracing it, patients and healthcare providers can experience a new era of convenience, efficiency, and patient care.



Brian Douglas is the Chief Commercial Officer at AMD Global Telemedicine.

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# Groundbreaking new treatments for early Alzheimer’s disease to be presented at the show

Exciting outcome of new clinical trials offers hope for early-stage diagnosis.



By Staff Writer

Last year, new-generation medications in international clinical trials demonstrated slowing of the progression of Alzheimer's disease and its symptoms. The implications of these historic results are being presented at the show by Harley Street's Dr. MacSweeney, co-founder and CEO of Re:Cognition Health's, pioneering Brain & Mind Centers, at the ABHI Operating theatre, today at 2pm.

Re:Cognition Health's experts have been intimately involved in several groundbreaking clinical trials for these effective new generation treatments, with the first of these entering the market, and many more currently in development, in global clinical trials. Dr. MacSweeney will detail a new perspective and a cautiously optimistic outlook for early-stage Alzheimer's and how the definition of the disease has changed completely in the light of tremendous recent scientific advances. This will include the results from Eisai's "CLARITY" Study for Lecanemab, and Eli Lilly's Trailblazer-ALZ 2 study for Donanemab. Both studies trialled new monoclonal antibodies against toxic brain amyloid protein, which successfully slowed the progression of Alzheimer's disease and its symptoms. The TauRx LUCIDITY study also demonstrated exciting results for a new medication aimed against toxic tau protein in the brain. "There is every reason to be cautiously optimistic, as these new-generation medications, available in the UK and in international clinical trials, can potentially change an individual's future," said Dr. MacSweeney speaking ahead of Arab Health 2024.

"As we grow older, Alzheimer's Disease is the most common cause, by far, of the symptoms listed below and there are no medications on the market in the UK to slow the progression of this

Re:Cognition Health is a pioneering brain and mind clinic specialising in the diagnosis, treatment and care of people showing symptoms of cognitive impairment or mental health concerns. Clinical services include traumatic brain injury, neurology, children's neurological conditions, Alzheimer's and dementia, mental health, long Covid and CTE.

The Re:Cognition Health Centres in the UK: Birmingham, Bristol, London, Surrey, Plymouth, Winchester, and Centers in the US: Washington DC, Houston, Chicago, and Dallas Fort Worth are also major centres for international trials of disease-modifying

and new symptomatic drugs for Alzheimer's disease and other neurological conditions. The multi-disciplinary team work collaboratively to provide a full-service, patient-centred approach using the latest progressive medical research and evidence-based treatments.

Re:Cognition Health is located within the prestigious Harley Street Medical Area, a collective of hospitals, clinics and specialists who deliver outstanding patient care through pioneering treatments and cutting-edge technologies.

**Visit Re:Cognition Health on the Harley Street Medical Area stand in H2.F30**

disease and its symptoms. If you recognise any of these symptoms in yourself, friends, or family, it is important to seek a diagnosis as soon as possible. The most accurate diagnosis, globally, can be achieved through screening for a clinical trial and if confirmed to be due to early symptoms of Alzheimer's Disease, the same trial could provide the opportunity for an effective treatment."

Furthermore, new medications are available on the market, now, at Re:Cognition Health's USA

**Dr. Emer MacSweeney will be speaking at Arab Health today at 2pm at the ABHI Operating Theatre on stand H2 E30.** During the discussion, Dr. MacSweeney will also be addressing the biggest Silent Killer in Contact Sports: Chronic Traumatic Encephalopathy (CTE) and how we are currently just seeing the tip of a terrifying iceberg.

stage Alzheimer's Disease to receive fortnightly infusions of Lecanemab or placebo. Results demonstrated a 27 per cent reduction in the rate of progressive cognitive decline over an 18-month period for those taking Lecanemab compared to those on a placebo. Dr. MacSweeney expressed excitement about these results, emphasising the potential not only as a treatment for early-stage Alzheimer's, but also for the development of multiple new treatments.

**Donanemab – Currently under review by FDA for approval**

Re:Cognition Health has managed all patients in the UK who have had an opportunity to gain access to Donanemab via the Trailblazer 2 clinical trial, which enrolled 1,736 participants worldwide. The results demonstrated a 35 per cent reduction in cognitive decline in individuals receiving Donanemab, compared to placebo along with a 40 per cent reduction in functional decline related to daily living activities. The individuals with the mildest cognitive symptoms, at the time of joining the study, demonstrated even more impressive results of more than 60 per cent reduction in functional decline. Dr. MacSweeney highlighted the significant advancements with Donanemab and its potential to be a groundbreaking treatment.

Individuals experiencing progressive short-term memory loss and difficulties in other aspects of their thinking ability are encouraged to seek expert advice promptly and consider participation in clinical trials.

Alzheimer's Disease International (ADI), estimates 55 million people worldwide were living with dementia in 2020, a number is expected to triple by 2050, reaching 152 million, due to the ageing global population. The socio-economic impact on healthcare, long-term care, and lost productivity, is substantial and without an effective early diagnosis and treatment, the economic, personal, and social burden will increase significantly.

**Some of the early warning signs of dementia can include:**

- Short-term memory loss: forgetting names and important dates and repeatedly asking the same questions.
- Changes in behaviour: unexpected and uncharacteristic anxiety and changes in mood, becoming passive and disinterested, or easily angered.
- Confusion, which could include losing track of time or problems with processing information.
- Forgetting words and experiencing problems with speech and language.
- Loss of sense of direction, getting lost in a familiar environment and disorientated.
- Difficulty in performing everyday (seemingly normal) tasks such as making a cup of tea or unpacking the grocery shopping.
- Problems with calculation: managing money or completing simple sums and puzzles.
- Misplacing items such as putting keys in freezer or milk in the dishwasher and not being able to retrace steps to find them.
- Difficulty making decisions which may also include making the wrong decision, with poor judgement.
- Issues with visual images and spatial awareness which may include difficulty reading words, judging distances, or recognising colour contrast.

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# The importance of communication in the context of patient-centred care

Radiologists hold the power to redefine a cancer patients’ fight for survival.



By Caroline Justich

What explains success in life? Yale and New Hampshire researchers revealed another form of intelligence — one involved in understanding and regulating emotions. This form of intelligence, known as "emotional intelligence", is precisely the one that, more than any other, explains success in life. And this has little to do with IQ. According to various studies on the relationship between a person's IQ and his or her success proof that less than 20 per cent of that success may be attributed to an individual's IQ. The conclusion sounds compelling. Other factors make up the remaining 80 per cent, namely EQ emotional intelligence (EQ), which plays a major role. Really everything we do is communication. To approach this matter mindful is especially important when dealing with the most valuable good our health. Those who know how to effectively use communication are mostly the ones in charge.

Communication bears a lot of power and sets the tone for conversation

During my session at Arab Health, I will talk about what communication encompasses and why it is so important for patients, how the entire medical team should start communicating with patients at the very first stage of their medical journey, and how this will bring a benefit to all stake holders to reach a new level of optimisation on a multidisciplinary level. The first one to communicate with patients' should be the radiologist. But first, who am I to write or claim this statement? I am Caroline Justich, chair of the European Society of Radiology Patients Advisory Group, Founder of 'Be Accepted, Home of the smart 8', a former investment banker, and mother of three kids who was diagnosed with two brain

tumours at the age of 27, and breast cancer stage 4 at the age of 39 in 2016. When this happened, my life was turned upside down. I was told to take care of my matters because I might not be alive for Christmas, but it was my radiologist Prof. Dr. Michael Fuchsjaeger who drew my attention to my options, built my resilience, and gave me a reason to start a rollercoaster ride of treatments and how to stick to the right objectives. He accepted my situation to become active and gave me hope, which was a concrete plan without interfering in the field of other medical experts. As a matter of fact, he created options to optimise treatments for them and a goal for me to visualise. He further developed an environment of trust, which is truly the foundation of everything we do. The way you enter a new challenge is what determines the path.

Transmitting negative results is a big responsibility

When a patient's life is turned upside down

and they must face a new reality, this is where the radiologist would step in. This situation owns momentum. As a medical expert, you can encourage your patients to embrace their opportunities as they will believe what their doctor tells them. This is a powerful responsibility and opportunity. In this moment I realised the utmost important role of radiologists. It defined my mission to start "Be Accepted", a communication tool to support radiologists and medical experts during cancer diagnosis and a 360-degree guide for female cancer patients. When faced with an overwhelming situation of having to inform their patient of his or her cancer diagnosis, improvement on all levels is around the corner for both the patient and radiologists.

Be Accepted, a unique communication platform

The 'Be Accepted' campaign was launched at the European Congress of Radiologists (ECR)

2022 as a highlight of the Patient in Focus programme and is endorsed and supported by the European Society of Radiology. It also has endorsements from The European Society of Breast Imaging (EUSOBI) and various National Radiology Societies, strategic support from Siemens Healthineers, and is currently available in four languages. "Be Accepted" is the result of a success story of a patient, a radiologist and the multidisciplinary medical team, and this high-end knowledge is now something all female cancer patients have access to. The platform consists of two tools — a guide on how to share diagnoses with a patient when they are unable to accept any information due to shock. It also gives access to all evidence-based research and information compressed on one platform in an understandable format to help patients see the big picture and take action. The webpage mirrors the magazine in a wider spectrum to accompany patients and radiologists throughout the whole process and constantly grows like an iCloud. "Be Accepted" puts the clear focus on western medicine and knowledge, and also builds the bridge to evidence-based methods from the complementary field so that patients remain physically and mentally strong to cope with the challenging side effects of therapy and other matters. The goal is to being able to receive as many medical treatments as possible preferable in one go. By building this bridge to complementary medicine, the will to recover remains within control, and patients are protected from consulting charlatans while actively participating in their treatment path. "Be Accepted" serves as the missing link between patients and medical experts to reach optimisation on professional and personal level. By providing it, the recognition will be yours.

Caroline Justich is the Chair of the European Society of Radiology Patients Advisory Group, and Founder of 'Be Accepted, Home of the smart 8'. She will be speaking at the Total Radiology conference at 2.50pm today.

# Pioneering tomorrow’s healthcare landscape

In an exclusive interview, Alisha Moopen, MD & Group CEO, Aster DM Healthcare, shares her perspectives on innovation, sustainability, and the game-changing priorities defining the future of healthcare.

By Deepa Narwani

In the ever-evolving landscape of healthcare leadership, Alisha Moopen stands out as a beacon of innovation and strategic prowess. Recently appointed as the Managing Director and Group CEO of Aster DM Healthcare's GCC business, Moopen presides over a vast network comprising 15 hospitals, 118 clinics, and 276 pharmacies across six countries through three brands: Aster, Medcare, and Access.

A journey that commenced in 2012 has seen Moopen evolve into a visionary leader, guiding the company's strategic direction and fuelling its expansion into new markets and diverse business verticals. With a background as a Chartered Accountant and nearly a decade of experience at Ernst & Young UK, she brings a unique blend of financial acumen and strategic insight to the forefront.

Her connection with healthcare is not just professional but deeply personal. Growing up, she saw her father making a difference in the patients' lives. However, a pivotal moment came during her time in the UK, where her eldest son faced a challenging eye injury, which catapulted her into a profound appreciation for the impact of healthcare. It became her true calling.

Returning to the UAE in 2012, she joined Aster DM Healthcare and embarked on a transformative journey. Starting in a finance role at Medcare, she swiftly assumed greater responsibilities, steering the ship through the intricacies of the healthcare industry.

Below, Moopen offers insights into what makes Dubai a sought-after healthcare hub, opportunities for innovation in healthcare, and the top priorities guiding Aster's trajectory in the upcoming year.

Factors driving growth in UAE's healthcare industry

• Growing demand for advanced healthcare:

The UAE's ageing population, with the share of the population above the age of 65, is forecasted to increase to 4.4 per cent by 2030, up from 1.1 per cent at present, according to the World Bank. It is expected to stimulate increased demand for quaternary care and facilities providing advanced healthcare, including geriatric care.

• Focus on medical tourism: The UAE's concerted efforts to position itself as a hub for medical tourism are leading to increased investments in healthcare infrastructure and services, attracting patients seeking specialised treatments from around the world.

• Government initiatives: The UAE government's focus is on bolstering the healthcare sector through various initiatives and policies is, stimulating private sector investments, and fostering innovation in medical technologies and services.

• Technology integration: Embracing cutting-edge technologies like artificial intelligence (AI) for diagnostics, personalised medicine, and patient-centric care is enhancing the overall healthcare experience for individuals in the UAE.

• Opportunities for expansion: The evolving healthcare landscape in the UAE offers significant opportunities for local and international healthcare providers, technology innovators, and medical professionals to expand their services and contribute to the country's healthcare sector growth.



Alisha Moopen

Opportunities for innovation

• Integration of sustainability practices: The growing awareness of climate change's impact on healthcare presents an opportunity to integrate sustainability practices into core healthcare operations. As demonstrated by Aster's initiatives, embracing renewable energy sources and reducing greenhouse gas emissions opens avenues for environmental well-being and public health.

• Technological advancements: Leveraging technological advancements, especially AI, offers opportunities for improved diagnostics, decision-making support systems for doctors, and advancements in genomic studies. These innovations lead to more accurate and personalised treatment modalities and proactive medical practices.

• Patient-centric approach: Shifting towards patient-centric healthcare models can create opportunities for personalised treatment plans, incorporating patient feedback into service development, and empowering individuals in their healthcare journey. Integration of technology

fosters patient-provider collaboration, enhancing the overall healthcare experience.

• Regional growth and demand: The demographic shifts and increasing demand for healthcare services, especially in the GCC region, present significant growth opportunities. Ageing populations and the focus on medical tourism in countries like the UAE stimulate demand for advanced healthcare services, providing opportunities for investment, digital tech solutions, and experienced medical professionals.

Top priorities in 2024

• Integration of sustainable practices: Aster will further integrate sustainable practices into its operations across India and the GCC. Efforts will be heightened to reduce the carbon footprint, increase energy efficiency, transition to renewable energy sources, and manage waste effectively. Collaborations with governments, policymakers, and various stakeholders will be forged to build resilient healthcare systems capable of overcoming challenges posed by climate change.

• Personalised approach: Aster will continue to

enhance its patient-centric approach by focusing on personalised treatment plans, incorporating patient feedback into service development, and empowering individuals throughout their healthcare journey. Integration of advanced technology will ensure a seamless and holistic healthcare experience, aligning with proactive and personalised medical practices.

• GCC expansion and digital health growth: Aster will prioritise the consolidation of its footprint across physical and digital channels in the GCC. The company will continue to create and provide essential health services, preventive care and health education to cater to the growing emphasis on holistic well-being. Opportunities in emerging markets like Saudi Arabia, Oman, Qatar, and the UAE will be seized upon by expanding pharmacy networks, improving healthcare infrastructure, and leveraging digital technologies for enhanced accessibility to quality healthcare.

• Focus on Saudi Arabia as an emerging market: Recognising the significant growth in Saudi Arabia's healthcare sector, Aster will concentrate on expanding its presence in the country. This will involve increasing the capacity to serve more patients and expanding pharmacy networks. Aster is committed to bringing its legacy of 37 years of clinical expertise and quality experience to serve the people of the Kingdom in alignment with Vision 2030.

• Innovation in healthcare: Aster will continue to embrace innovation in healthcare, particularly by leveraging AI, genomic studies, and other technological advancements. These innovations will facilitate improved diagnostic capabilities, personalised treatments, and proactive medical practices, ultimately enhancing the quality of care provided.

• Wellness integration for pharmacy: Aster will emphasise wellness in its pharmacy offerings, catering to holistic healthcare needs beyond medication. Initiatives will include health education, wellness product availability, and the integration of services that contribute to overall well-being.

• Right teams with the right talent in place to contribute to the overall goal: Healthcare needs to be a beautiful symphony as there are so many touch points, stakeholders and heightened emotions at play. For all these to work seamlessly, we need a well-oiled engine with teams working collaboratively to bring smiles and get everything to move synchronously.

She concluded: "As someone deeply rooted in an innovation-first mindset, I'd like to share a valuable insight. If each person believed it was their own company, and it was their responsibility to make this a success, the typical success rate plus the fulfillment from a job would be much higher. I believe that I am an entrepreneur, and there are times when I have failed because my heart was not in it, and there are times when I have failed because of external circumstances. With my role at Aster, I believe I have found that sweet spot between doing what I love, doing something I am good at, and doing something the universe needs. That is the key to personal, professional, and societal success if you ask me."

Visit Aster Pharmacies Group LLC at H7.D10

References available on request.



# Medico-legal issues are now on the Arab Health agenda

A new generation of AI and telehealth-related legal, ethical and regulatory uncertainties await.

By Stephen Ballantine

Last January—just before Arab Health 2023—I wrote a series of articles on various medico-legal topics of the day although my favourite piece was, “Too Tough to Talk About or A Stitch in Time Saves Nine? Should Medico-Legal Issues be on the Agenda?” where I lamented the paucity of attention being given to medico-legal issues in medical conferences where renowned speakers and medical experts to fulfil their Continuing Medical Education requirements. I recounted that in the UK, for example, medico-legal topics regularly appear in medical conferences and physicians can obtain Continuing Medical Education points for their participation and pondered why this was not the case in the UAE.

With the saying, ‘be careful what you wish for, it may come true’, ringing in my ears I am delighted to report that my rather cheeky challenge was accepted by the Cosmos and the Arab Health 2024 Surgical and Quality Management Conference Chairs invited me to join their respective faculties to discuss some particular medico-legal issues. In my view, it could not have come at a more apt time given that the industry is just about to transition through some generational seismic changes due to the much-vaunted AI and telehealth revolution. Not only can we expect a whole new generation of legal and ethical issues dealing with telehealth (including cross-border issues), AI-enabled clinical decision support tools, mHealth apps and devices, Electronic Health Records and exploitation of ‘Big Data’, digitally-enabled operating rooms, data breaches and cybersecurity threats to contend with, but also to keep abreast of the myriad of regulations that are reasonably expected to follow as the ‘race to regulate’ begins and starts to pick up pace. You did not think that it was going to be all rosy outcomes and increased profits, did you? No such luck.

It is not as if we are about to encounter this brave new world with anything remotely near a clean slate. Although the scale of medical malpractice statistics in the UAE is not publicly available, we see reasonably regular statistics



from England and US. The scale of medical malpractice and the related costs in England are startling. According to the figures published in July 2023 in the NHS Resolution Annual Report for the year April 1, 2022 to March 31, 2023, the volume of clinical claims was 13,511 (down slightly from the previous year) with a staggering GBP2.6 billion being paid out to patients and their families in the cases settled.

These figures do not consider the volume of claims that were not asserted or litigated by patients—for whatever reason—which according to some estimates are substantial. The figures also disclose a worrying year-on-year rise in the number of obstetrics claims such that particular focus is being placed on these types of claims with a three-year strategy implemented to reduce maternity claims. For a number of reasons, I would recommend that UAE regulators think about formulating a collaboration with all stakeholders on improving maternity outcomes too. The scale of medical malpractice in the US, according to a Johns Hopkins 2016 study, paints

an even bleaker picture. Although hotly disputed, the study asserts that the third biggest killer of American patients, behind heart disease and cancer, is medical malpractice; more patients are killed by medical malpractice than road accidents and gun crime combined; and patients undergoing a general anaesthetic have a one in five chance of being killed by medical negligence.

The US and UK experience is staggering. It would be overly optimistic to suggest that the English and American experience is not reflected in the Middle East region and on the experiences of the medical professionals attending Arab Health 2024. Now add to the mix the new generation of AI and telehealth-related legal, ethical and regulatory uncertainties, and someone like me has to ask the following questions—out loud—is the advent of this new cutting-edge technology on balance likely to increase or decrease instances of preventable medical malpractice?

Have the senior management of hospitals and clinics, laboratories and testing facilities and

all connected players developed strategies to implement clinical, legal, ethical and regulatory risk management of these new technological developments? Have our partners in the insurance sector began thinking about how to develop and tailor their underwriting to cater to this new generation of clinical, legal, ethical and regulatory risks, and ensure that their insurance products meet expectations at reasonable cost?

Come to think of it, my next cheeky challenge to the Cosmos would be that future Arab Health events have a stand-alone medico-legal conference to draw together leaders and senior figures from law, insurance and medical sectors to address these new generation of challenges issues looming large before the industry that require much heated discussion, consensus-building and out-of-the-box-thinking if we ever want it to have a real chance of transforming our industry—and the lives of patients for the better—that this new technology promises.

I will let you know next year.



Stephen Ballantine is the Senior Counsel, Head of Medical Negligence at Galadari Advocates & Legal Consultants. He will be speaking at the Surgery conference at 12.30pm today.

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



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- 2021 until Now:
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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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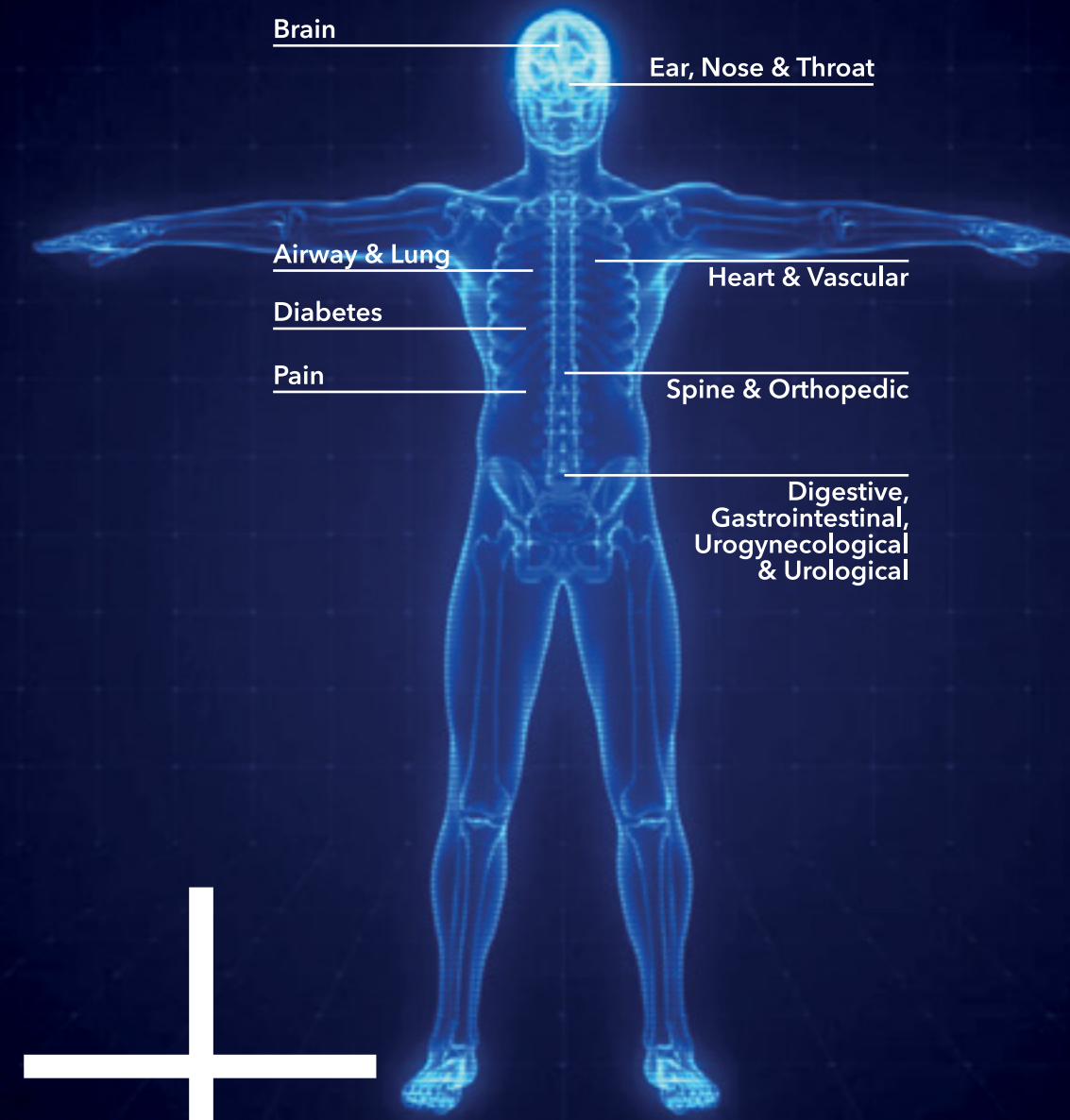
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# Cutting-edge solutions define GulfDrug’s commitment to UAE healthcare sector

Joint Managing Partner Rashad Al Moosa highlights the vital role GulfDrug continues to play in the UAE with innovative technologies and advanced medicines.

Rashad Al Moosa is a Joint Managing Partner and Member of the Board of GulfDrug. He works closely with Dr. Zeyad Al Moosa, Managing Director of GulfDrug, and the leadership team to contribute significantly to the well-being of the UAE healthcare sector. His commitment to excellence and instrumental role in the company's growth command respect within the industry, with his vision serving as a cornerstone for continued success in shaping the healthcare landscape in the UAE. Excerpts from the interview:

**Briefly tell us about your organisation and its activities in the healthcare industry, notably in the Middle East region.**

GulfDrug started as a pharmaceutical distributor in 1969 and steadily evolved into a comprehensive healthcare solutions provider today. Our expansive range of services caters to the diverse needs of hospitals, clinics, pharmacies, and healthcare institutions in the UAE and the GCC. Over the years, GulfDrug has played a vital role in major medical projects throughout the UAE, equipping hospitals with innovative technologies and advanced medicines to ensure the best patient outcomes.

**What are your thoughts on the current market trends? If possible, please predict the sectors poised for growth.**

Keen to diversify from an oil-based economy, the UAE has pinpointed medical tourism as a potential area for growth. The UAE's dedication to becoming a healthcare and medical tourism hub is a driving force. There's a significant shift towards patient-centric care and technological innovation.

AI and automation play a pivotal role, not just in improving efficiency but also in enhancing patient outcomes. Digital solutions are shaping the future of healthcare globally, and the UAE is actively embracing this trend. Telemedicine and health apps are enhancing accessibility and efficiency.

Another shift is from traditional hospital-centric models to patient-centric care, with a growing emphasis on value-based healthcare and the "hospital at home" concept. This transformation underscores a commitment to offering more personalised and convenient healthcare services, ultimately improving the overall patient experience. There is also a trend towards the development of specialised healthcare services and centres of excellence catering to specific medical specialties and advanced treatments.

**Please highlight your portfolio and services. What sets you apart from others in the region's competitive market?**

Our specialised business units are designed to offer comprehensive solutions, setting us apart in the competitive market:

**Medical Equipment Business** delivers cutting-edge technologies spanning critical care, dialysis, medical imaging, infection control, endoscopy, oncology solutions, robotic surgery equipment, pharmacy automation, and more.

**Pharmaceutical and Consumer Healthcare Retail Business** stands out with a range encompassing pharmaceuticals, OTC, herbal, and consumer health products from world-class



brands. We have invested significantly in our supply chain, reinforcing cold chain management, and elevating our medical storage and distribution capabilities.

**Pharmaceutical Institutional Business** caters comprehensively to hospitals, providing pre- and post-sale services to government, semi-government, and private in-patient hospitals and pharmacies.

**Medical Supplies and Instruments Business** delivers high-quality disposables and instruments across various medical specialties and labs in the UAE, including cardiovascular, surgical and infection, emergency, obstetrics and gynaecology, orthopaedics, and radiology.

**The Veterinary Healthcare Business** covers a spectrum of products, from pharmaceuticals and vaccines to feed additives, disinfectants, medical disposables, and devices for the veterinary sector.

Such an extensive offering of services and medical equipment, coupled with a traceable history, enduring partnerships with international suppliers, and consistent growth, makes us a leading force in healthcare in the UAE. We continually expand our capacity and capabilities to stay ahead of evolving demands, reflecting our commitment to excellence in the industry.

**Tell us about your recent achievements and accolades.**

GulfDrug's recent achievements underscore the commitment to pioneering healthcare solutions. In cancer care, we have introduced state-of-the-art Proton Therapy, a milestone in precise and targeted cancer treatment. In the digital health space, our initiatives, such as diabetes management programmes and remote patient monitoring, go beyond treatment, proactively enhancing overall well-being through personalised healthcare.

The GulfDrug Pharma division has been recognised by many globally renowned multinationals as their partner of choice for the UAE market to fully manage the life cycle of their innovative medications for rare diseases, oncology patients, and speciality products, as well as for many consumer healthcare products in the retail business segment.

A standout achievement includes the launch of our cooled supply chain facility in Abu Dhabi's Industrial City in early 2023. This smart facility, certified by Dickson and accredited by DAC, employs the best systems, procedures, and controls. Supported by a smart delivery fleet and ISO-certified warehouses, manned

by highly qualified teams, we ensure the integrity and safekeeping of medical supplies during transportation.

**Give us an insight into your investments and partnerships, as well as your plans for 2024.**

GulfDrug's track record in partnerships and investments speaks volumes. We have strategically aligned with more than 150 international industry leaders, representing the pinnacle of healthcare excellence. Among these notable partners are familiar names such as Canon, Drager, Fresenius Medical Care, Olympus, EOS Imaging, Steris, KLS Martin, Omnicell, Cardinal Healthcare, Cook Critical Care, and Eppendorf, to name just a few. We have also partnered with over 100 healthcare centres and hospitals in the UAE alone, providing the supply, installation, and maintenance of top-tier equipment in wards and theatres, contributing significantly to the region's healthcare infrastructure.

**What will you be showcasing at Arab Health 2024, and what opportunities are you looking forward to?**

Arab Health 2024 is an exciting opportunity to showcase our holistic solutions within the healthcare ecosystem. We will highlight our dynamic managed services and solutions that reflect our role in empowering medical providers with modern solutions to redefine patient care standards. We are at the forefront of innovation, dedicated to advancing healthcare in the UAE through groundbreaking solutions.

**Is there anything else you would like to add?**

We aim to further solidify our position as a reliable enabler in healthcare by expanding our portfolio and services. GulfDrug is committed to staying at the forefront of innovation, embracing emerging technologies, and fostering strategic partnerships. Our vision is to play an integral role in shaping the future of healthcare, ensuring that individuals have access to the most advanced and personalised solutions.

Visit GulfDrug at H3.G30.



Rashad Al Moosa, Joint Managing Partner and Member of the Board of GulfDrug.

# Digitalisation and digital health among top priorities in healthcare

Zebra Technologies responds to the needs of healthcare professionals with tech-driven tools.

Zebra Technologies Corporation, a leading digital solution provider enabling businesses to intelligently connect data, assets, and people, will focus on the importance of addressing healthcare labour challenges, the new capabilities of telehealth, and the growth of patient care outside the hospital at Arab Health (Booth H4-A30), the largest healthcare event in the Middle East.

Antares Vision, a Zebra business partner and registered independent software vendor partner, will join Zebra at Arab Health, demonstrating tailored technology solutions that support healthcare leaders to address some of the most important challenges, while moving the sector forward.

"Attracting and retaining healthcare workers as population longevity increases is top of mind for the region's healthcare leaders, who are also trying to drive preventative healthcare measures and out-of-hospital patient care," said Thomas Duparque, Business Development Manager, Healthcare EMEA, Zebra Technologies. "Healthcare providers in the Gulf Cooperation Council region are responding to the challenges by increasing technology investments to support healthcare professionals and patient care."

Zebra has responded with problem-solving tools including real-time location solutions

(RTLS) built on radio frequency identification (RFID) and a range of 5G-enabled mobile devices designed for healthcare environments, such as the Android™-based HC20 and HC50 handheld mobile computers, designed to meet the needs of healthcare professionals. Healthcare organisations across EMEA including Sanquin, Hull NHS Trust, Paracelsus-Kliniken and Elisabeth-TweeSteden Hospital are leveraging Zebra and partner solutions to improve healthcare operations.

However, labour challenges and nurse staffing shortages will continue, leading to automation and AI solutions to better manage operations and accelerate innovation. As the healthcare system faces population longevity and broadened access to public healthcare, it will be nurses who feel the weight of patient responsibility. McKinsey's global nursing survey revealed that in five out of seven countries surveyed, between 20 to 38 per cent of respondents said they wanted to leave their current direct patient care role. It's estimated that up to 13 million nurses will be needed to fill the global nurse shortage gap in the future.

The demand for more flexible healthcare roles is also adding a new twist to the labour challenge. According to one McKinsey report, 45 per cent of healthcare practitioners say they do some remote work, perhaps reflecting the rise in telemedicine. Another survey found that 70 per cent of workers

in the Middle East were willing to quit jobs over a lack of flexibility. As telehealth and home healthcare expand, expect more clinicians to seek roles that provide more flexibility.

In the same McKinsey study, nurses said that documentation, or "hunting and gathering" consumes about 15% of their time during a shift, taking away time from patient care. Tech and digital solutions can help reduce this burden on nurses' time. Within hospitals, leaders will need to digitise and automate as many workflows as possible to better manage patient demand/turnover and the workforce. They know they must improve resource utilisation and service quality. Digitalisation and digital health are top IT priorities to enable care teams to collaborate and coordinate care and share patient information within and between hospital and home settings.

Interest in telehealth — and the emergence of new use cases inside hospitals and clinics — will continue to grow. "Telehealth, or the combination of telehealth and in-home care, will be the preferred way of receiving care moving forward," said Duparque.

This includes patients receiving care virtually and with a visiting nurse for modern-day healthcare house calls. There will be an increased expansion in home healthcare in the coming years with a focus on sending patients home vs. keeping

them in hospital beds. "It is important to note that this trend is in its early stages, and it is important to gain early ground here. Mobile devices with 5G connectivity will be imperative," said Duparque.

References available on request.



Thomas Duparque is the Healthcare Business Development Manager — EMEA at Zebra Technologies.

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# Harley Street Medical Area showcases London’s healthcare excellence

HSMA offers offer world-leading expertise across cancer care, diagnostics, mental health, surgical and digital health.

By Staff Writer

Long-term landlord and curator of the Harley Street Medical Area (HSMA), The Howard de Walden Estate is returning to Arab Health for the seventh year, accompanied by 13 of their world-class clinics, medtech and hospital groups. Based in the UK Pavilion, the HSMA collective will showcase the very best of London's healthcare excellence, and the quality and diversity of services on offer to patients from the Middle East and worldwide. This year's group of clinics and hospitals includes The Royal Marsden Private Care, The London Clinic, Re:Cognition Health, Fortius Clinic, All Points North (APN), Phoenix Hospital Group, Weilbeck Health Partners, Pharmaciege, Guy's and St Thomas' Specialist Care, John Bell & Croyden Pharmaceutical, Marris Medical, HCA Healthcare UK, and Harley Street BID, a not-for-profit organisation. Together they offer world-leading expertise across key areas such as cancer care, diagnostics, mental health, surgical and digital health. Julian Best, Executive Property Director at Howard de Walden, commented: "The Middle East is an important market with many patients seeking first class consultation and treatment in London. We are proud to once again be participating in the flagship UK Pavilion at the region's premier healthcare conference, to shine a spotlight on



the strengths and expertise of our community of healthcare professionals, many of which are renowned worldwide for providing outstanding patient care in the UK and globally." The HSMA is located within central London and has over 5,000 healthcare specialists and 250 clinics working within 95 acres of Marylebone. The area brings together a community of healthcare professionals who provide access to some of the best treatments and services for routine and complex conditions and are at the forefront of advancing global healthcare practices in London. HSMA continues to draw healthcare providers of global repute, including

Mayo Clinic and the Cleveland Clinic – two of the US' highest-performing and forward-thinking non-profit academic healthcare systems. Together with existing UK providers, these transatlantic arrivals further enhanced HSMA's reputation as an innovative, state-of-the-art, global healthcare destination. At this year's show, attendees can explore the HSMA stand to witness the collective strengths of its diverse healthcare facilities. Throughout the conference, the delegation will host presentations, featuring esteemed clinicians presenting pioneering work under the HSMA banner. Best added: "Our ongoing strategy is to enrich the healthcare cluster by attracting new

world class operators, technological innovation, and research activity to this unique eco-system. Carefully identifying unrepresented specialisms that add and complement the dynamic mix, whilst lifting the broader level of expertise is key to ensuring our real estate remains sustainable for the long term." **Harley Street Medical Area will be showcasing the very best of London's healthcare excellence on the ABHI UK Pavilion – H2.F30.**

**Monday, 29 January:** Pharmaciege will take to the stage to present 'From e-Prescription to robotic dispensing, launching London's largest digital pharmacy'. At 2pm, Dr Emer MacSweeney, CEO of Re:Cognition Health, will be discussing 'Alzheimer's & CTE – from new diagnostic biomarkers to innovative new-generation treatments'. **Tuesday, 30 January:** At 11am, Dr. Mihaela Bucur from All Points North will present on 'Reimagining health - Embracing the new era of Lifestyle Psychiatry for optimal mental well-being'. **Wednesday, 31 January:** Dr. Angela George from the Royal Marsden will discuss 'Optimising patient outcomes – harnessing the power of genomics'.

# Stairlift tech gain prominence in senior care

Reliable home-based technology grants patients independence and healthcare providers to reallocate time to more hands-on care initiatives.

By Staff Writer

Stairlifts are essential tools for granting any individual absolute independence within their home, especially if they face a disability or are unable to travel up and down their stairs safely. Stairlifts are an often overlooked type of health technology but are invaluable to older adults and those with disabilities as they seamlessly grant access to mobility within one's home and can prevent the need for additional in-home care, which is typically costly and inaccessible to many, or the need to leave one's home altogether. According to a 2023 *US News & World* report, 93 per cent of people aged over 65 want to "age in place", and this number only increases when we consider younger populations who experience disabilities that prevent them from moving seamlessly throughout many conventional homes. Technology and the ongoing innovation of stairlift technology in particular is addressing this desire and is allowing these populations to safely reside in their existing homes instead of searching for alternative housing. There are several important reasons why businesses should support elder care facilities and care facilities for those with disabilities. Several of these benefits for businesses adopting stairlifts include the ability to support communities in need of safe and reliable at-home technology



designed to grant mobility and independence. Elderly care homes and facilities that are able to implement stairlifts that are trusted and come from reliable companies are able to improve the quality of care and life for residents, reallocating time and resources toward more hands-on care initiatives that can drastically impact individuals

residing at these facilities. In a similar vein, stairlift technology also greatly impacts those who are providing care. Physicians are able to reallocate their time and focus on patients toward other, more complex tasks if they are able to trust that their patients are equipped with the proper health technology solutions at

home, such as stairlift technology. Physicians are also able to work more efficiently and effectively when working with their patients by trusting that they are able to move safely within their homes to access any components of their at-home care strategy. Most importantly, physicians are able to provide care for patients in a comfortable and safe setting of their own homes — removing the need for patients to access a car or transportation to go to a doctor's office or relocate to a care facility, which is often costly and creates unwanted living circumstances for patients. In order to effectively leverage stairlift technology, facilities need to rely on excellent customer service as well as digital methods to truly implement the tech at scale. Stairlift and other accessibility technologies have long relied on pen-and-paper methods to manage customer demand, and are beginning to reevaluate the use of technology to enhance existing customer-facing processes and more easily manage backend tasks. Leveraging digital tools to manage installations, expedite service and repair jobs and automate scheduling around our employees' schedules enables accessibility tech companies like stairlift providers to improve service and prioritise the end customer. This article features insights from **Anand Subbaraj**, CEO and co-founder of Zuper, who works directly with Stannah Stairlifts and accessibility technology.

## GMG

### GMG’s Robust Distribution Capabilities Offer Growth Opportunities For New Brands



GMG, a global well-being company retailing, distributing, and manufacturing a portfolio of leading international and home-grown brands across sport, everyday goods, health and beauty, properties, and logistics sectors is excited to announce the expansion of their health and beauty portfolio. With a strong footprint in the UAE, GMG presents an exciting opportunity for brands to elevate their presence through GMG's extensive retail network and expertise in distribution and marketing.

Our mission is to provide exceptional solutions that enhance the well-being of individuals worldwide. We are delighted to announce the expansion of our portfolio as part of our brand expansion strategy to make health and beauty more accessible. This exciting opportunity allows us to share our commitment to innovation, sustainability, and customer satisfaction with a wider audience, as we continue to strive for excellence in serving our customers globally.

- MOHAMMAD A. BAKER, DEPUTY CHAIRMAN AND CEO, GMG

GMG's expansion is a testament to its success and the increasing demand for its innovative solutions. The company's commitment to continuous innovation and sustainability sets it apart in thve industry. By leveraging cutting-edge research and technology, GMG has developed a portfolio of products that exemplify the latest advancements in health and beauty, while also prioritizing the use of natural ingredients.

GMG's Health and Beauty division provides a 360-degree, holistic approach to well-being through nutrition, skin & body care, vitamins & supplements, and more. It has extensive expertise in retailing and distributing a vast portfolio of brands, including four concepts, its own distribution arm of over 80 international brands, with over 100 retail stores.

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# UAE diabetes device market expected to hit Dh781 million by 2030

Arab Health is hosting several expert speakers as part of a dedicated diabetes conference track.

By Staff Writer

Arab Health will address the growing prominence of diabetes in the UAE and the wider Middle East and North Africa (MENA) region by showcasing the latest technology and devices being utilised to fight the disease, as well as insights from several industry experts from Khalifa University in Abu Dhabi, Sultan Bin Abdulaziz Humanitarian City in Riyadh, and Kuwait University in Kuwait City. According to the latest market research firm Insights 10 statistics, the UAE diabetes device market was valued at over Dh418m in 2022. This figure is projected to reach over AED781m in 2030, highlighting a Compound Annual Growth Rate (CAGR) of 8.20 per cent during the forecast period. Several factors are contributing to the growth of the device market, most notably the high prevalence of diabetes in the region. According to the statistics from Insights 10, as of 2022, 1.19 million UAE residents were diagnosed with diabetes, which equates to approximately 18.9 per cent of the population. Furthermore, data from the International Diabetes Federation, organisers of World Diabetes Day, stated that 73 million people in the MENA region have diabetes, with the figure expected to increase by 87 per cent to over 135 million people by 2045. The depth of the issue, which saw the UAE upgraded from an epidemic to a pandemic last year, is further



highlighted by the 43 million residents who have impaired glucose tolerance, which means that blood glucose is raised beyond normal levels but not high enough to warrant a diabetes diagnosis. Ross Williams, Exhibition Director for Informa Markets, said: "We are committed to playing a pivotal role in advancing the dialogue on diabetes by bringing together global experts and providing a platform to exchange insights, research, and develop innovative solutions. Several exhibitors

this year are showcasing cutting-edge technology and treatments vital in reducing diabetes rates in the UAE and across the Middle East. Empowering global health is at the core of what we are doing at Arab Health and is crucial in combating diabetes and improving the lives of countless individuals." In addition to the high prevalence of diabetes, various factors are contributing market drivers for diabetes device uptick in the region, most notably rapid adoption of new products, increased R&D,

and growing diabetes awareness within the region. A range of government initiatives and awareness programmes are expected to boost growth, as is the demand for screening and monitoring devices, which is simplifying patient management. From January 31 to February 1, Arab Health will host a dedicated diabetes conference track. Confirmed speakers include Dr. Laith Al-Rubaiy, Consultant Gastroenterologist & Hepatologist, Healthpoint Hospital, and Professor, Khalifa University, Abu Dhabi; Dr. Maha Barakat, Frontline Heroes Office and Mubadala, Abu Dhabi; Prof. Khalid Al Rubeaan, Director, Research and Scientific Center, Sultan Bin Abdulaziz Humanitarian City, Riyadh; and Dr. Ebba AL Ozairi, Chief Medical Officer, Consultant DM, Endocrinology & Nutrition, Kuwait University, Kuwait City and Dr. Ahmed El Laboudi, Consultant Endocrinologist and Diabetologist - Imperial College London Diabetes Centre. The experts will deliver sessions, including Standards of Medical Care in Diabetes 2024; Diabetes and the Gut; Diabetes Tsunami in the Gulf States: The Size, the Damage, and Financial Drain; and Type 1 Diabetes, Obesity, and the Role of Adjuvant Therapy. Several companies, including New Country Healthcare (vitamins for diabetic patients), Prahem Laboratories and Iraqi Pharma will be exhibiting new medicine and technology as they look to support the management of diabetes globally.





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# Revolutionising healthcare: the pivotal role of ESG in advancing medical technology

Maintaining high governance standards is essential for building credibility, investor confidence, and ensuring long-term sustainability.




By Rami Rajab

In the intricate landscape of global healthcare, the medical technology industry plays a pivotal role, magnified by the unique challenges and opportunities of the 21st century. The integration of Environmental, Social, and Governance (ESG) principles into business practices is not just a strategic choice but a necessity for sustainable and responsible operation within this sector. This commitment extends beyond mere compliance, encompassing a broader responsibility towards environmental stewardship. This involves not only reducing waste and minimising energy consumption in the manufacturing processes but also developing eco-friendly products. The medical technology industry's environmental consciousness is a testament to its commitment to actively contributing to the broader fight against climate change and environmental degradation. Environmental stewardship in the medical technology industry entails a comprehensive approach. Initiatives include employing renewable energy sources in manufacturing and innovating in product design to reduce environmental impact. Employing biodegradable materials or designing products with extended life spans can significantly diminish ecological footprints. Additionally, by embracing circular economy principles, the industry can transform towards more sustainable production and consumption patterns, thereby contributing positively to global environmental goals. The 'S' in ESG denotes a commitment to social responsibility, an essential aspect in an industry that directly impacts human health. This encompasses ensuring equitable access to medical technologies, upholding

high labour standards, and engaging in meaningful community development. The medical technology industry's role in public health places it in a unique position to positively impact society, from enhancing patient care to supporting healthcare systems across the globe. This responsibility also includes addressing healthcare disparities, focusing on making medical technologies affordable and accessible to underprivileged communities. Initiatives in this direction could involve forming partnerships with governments and NGOs to improve healthcare infrastructure in developing regions, training local healthcare workers, and ensuring the availability of essential medical devices in remote areas. Good governance and ethical conduct are the foundation of trust in the medical technology industry. This encompasses transparent business practices, adherence to legal standards, ethical marketing, and responsible leadership. In an industry where trust is paramount, maintaining high governance standards is essential for building credibility, investor confidence, and ensuring long-term sustainability. This aspect of governance also includes rigorous risk management and maintaining data privacy and security, particularly crucial in an era where digital health technologies are rapidly advancing. Integrating ESG principles into the medical technology industry yields tangible benefits. Environmentally, it promotes innovations in sustainable product design and cleaner production methods. Socially, it enhances the industry's reputation as a responsible healthcare provider, contributing to societal well-being. In terms of governance, it fosters a culture of

integrity and accountability, which is critical in an industry heavily scrutinised by regulators and the public. However, the path to integrating ESG is fraught with challenges. These include balancing cost pressures with sustainable practices, navigating complex regulatory environments, and aligning diverse stakeholder interests. Global environmental events like COP28 in 2023 significantly impact various industries, including the medical technology sector, by setting new international standards for environmental sustainability and climate action. These summits drive industries towards adopting more stringent sustainable practices, evident in the medical technology industry's focus on reducing emissions, improving waste management, and utilising sustainable materials. COP28 catalysed over US\$1 billion in new financing for climate and health initiatives, emphasising the intersection of climate change and healthcare. The COP28 UAE Declaration on Climate and Health, endorsed by 123 countries, underscores the need for healthcare systems to adapt to climate-related impacts. Furthermore, the call for action by over 40 million health professionals at COP28 highlighted the global consensus on integrating health considerations into climate policies. As the medical technology industry continues to evolve, its commitment to ESG principles will define its future role in the global healthcare landscape and its contribution to a more sustainable and equitable world. The industry's response to these challenges and opportunities, from initial cost implementation to complex regulatory navigation, will shape its sustainability path. This journey towards sustainability is a continuous process, marked by challenges and opportunities. Agility and a deep understanding

of global standards are required to navigate complex regulatory environments. Balancing diverse stakeholder interests calls for a balanced approach, considering the expectations of shareholders, employees, customers, and the communities they serve. The medical technology industry's path to sustainability, marked by embracing ESG principles, is pivotal for its continued relevance and success. This journey is not just about compliance but about positively contributing to global health and environmental sustainability. As the industry innovates and collaborates, its focus will increasingly be on making a significant impact in sustainable and responsible healthcare. This evolving landscape demands a commitment to continuous improvement and adaptation, ensuring that the industry remains at the forefront of delivering healthcare solutions that are not only effective but also ethically and environmentally responsible.



Rami Rajab, CEO of MECOMED.

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# France highlights revolutionary healthcare solutions

Business France is supporting a French delegation comprising 87 companies across three French Healthcare pavilions.

French healthcare specialists are all set to participate at Arab Health. This year, Business France is supporting a French delegation comprising 87 companies across three French Healthcare pavilions in Zabeel Hall 2, which is hosting companies specialising in the medical equipment and device sector; Sheikh Rashid Hall accommodates companies focused on orthopaedics, physiotherapy, and rehabilitation; and Sheikh Saeed Hall 1 caters to companies specialising in the Imaging and Diagnostics sector.

In 2021, the French medtech market saw continued growth, mirroring the substantial need for cutting-edge medical solutions. Within the same period, France's medical market claimed 14.7 per cent of the European market share, securing its spot as the second-largest market, trailing only behind Germany. Renowned for their prowess in various domains including medical devices, diagnostic equipment, medical imaging technologies, and healthcare IT solutions, French companies remain distinguished. France's stature as a European frontrunner, buoyed by a robust health infrastructure, was further reinforced.

The relationship between France and the UAE in the healthcare sector is characterised by a growing collaboration, illustrating a strategic partnership in the medical field. The UAE, as an economic and technological hub in the Gulf



region, offers significant opportunities for French healthcare companies.

The UAE has developed state-of-the-art healthcare infrastructure and actively seeks to develop its medical services. French companies are committed to provide innovative technologies, high-quality medical equipment, and healthcare management solutions.

Axel Baroux, French Trade and Investment Commissioner, stated: "Witnessing the dynamic collaboration between France and the UAE in

shaping the future of healthcare, the UAE is a strategic partner for France, encouraging mutual innovation and collaboration. Together, we contribute to the progress of healthcare, ensuring a healthier and brighter future for both nations."

Post covid-related crisis, French President Emmanuel Macron articulated France's medical vision succinctly: "France must lead in envisioning and manufacturing the medical devices of the future. It's imperative for us to rank among the foremost in the healthcare sector."

The ambitious France 2030 and Health Innovation 2030 initiatives set the goal of positioning France as the premier innovator in European healthcare. With the European medical technology market valued at approximately €140 billion in 2020, France aims to spearhead the health sector.

The France 2030 strategy is crystal clear: to elevate the French healthcare industry's global prominence. This initiative allocates €7.5 billion over three to five years, with a specific €400 million fund earmarked solely for MedTech. In 2021, this market boasted a turnover of €30.7 billion, with exports accounting for €10 billion. International companies make up a quarter of the firms in France, contributing two-thirds of the sector's turnover, while over 85 per cent of the sector's companies hail from French or European origins. Incorporating digital technology into established medical devices stands as a significant innovation.

As per a recent survey, nearly 42 per cent of the surveyed companies have either already integrated connected medical devices or are presently engaged in developing digital solutions. This integration of digital technology into medical devices holds immense potential for enhancing healthcare efficiency.

Visit Business France at Za'abeel Hall 2, Sheikh Rashid Hall and Sheikh Saeed Hall 1

# Communicating complex medical information to patients: how can we do better?

Here are four tips to effectively relay patients of their condition and work towards treatments.



By Jennifer Orisakwe

Health information and messages are often overly complex, making them hard to understand and use. Communication between healthcare staff and patients, healthcare product providers and consumers as well as all involved in the interactions in the healthcare space must be effective in an environment where complicated terminology and medical jargon seems to be common.

Patients, regardless of their level of medical knowledge, deserve to fully understand their conditions, treatments, and available options. This is not always the case. The healthcare sector must take on the challenge of effectively communicating complex medical information to patients understandably and compassionately. How you talk to your patients has consequences for how they make important decisions about their medical care, ultimately affecting how they feel about you as their physician. Yet a patient's diagnosis and treatment plan may include complex medical terms and concepts they are unfamiliar with, especially when the condition is not common or is very complicated. A lack of understanding around key treatment issues can create problems not only for outcomes but also for doctor-patient, among staff or product provider-consumer relationships.

To be effective, your communication must be tailored to your patient's needs, which means reading your patients to assess how much detail they want to know and how familiar they already are with their condition.

Sharing tips from her experience, Chidindu Mmadu-Okoli, Communications Officer at Dr. Stella Ameyo Adadevoh (DRASA) Health Trust, says: "Communicating complex medical information can be challenging, but it is important to ensure

that patients understand the information so that they can make informed decisions about their care. Use plain language and avoid jargon. This will help patients to understand the information more quickly and easily. Use visual aids and handouts to help patients to visualise and understand complex concepts. Check for understanding by asking patients to repeat back the information in their own words to make sure that they understand what you have said. Lastly, create a patient-centred environment to ensure that patients feel comfortable asking questions and expressing concerns."

The bridge between medical complexity and patient understanding is not insurmountable. However, in levelling it, we are called to realise that the healthcare industry has an enormous amount of work to do in communicating better to patients, potential healthcare product consumers, stakeholders without solid knowledge about healthcare and the entire population we interact with. So, how can we do better?

### Start with empathy

Clear communication in healthcare starts with empathy. Doctors, aware of patients' lack of medical expertise, should simplify intricate information using everyday language, analogies, and visual aids. Empathetic communication not only fosters trust and eases anxiety but also empowers patients to actively participate in their healthcare decisions.

### Harness technology for better understanding

In the digital age, technology can be a powerful ally in simplifying medical information. Interactive apps, animations, and virtual reality tools can create immersive educational experiences for patients. These technologies can visually explain procedures or conditions, making it easier for patients to grasp details. Additionally, telemedicine platforms provide opportunities for patients to revisit consultations, reinforcing their understanding of medical instructions.

### Encourage patient participation

Encouraging patients to ask questions and actively participate in discussions about their health can significantly enhance their understanding. Creating an open dialogue where patients feel comfortable sharing their concerns can uncover misunderstandings and enable doctors to address them promptly. Patient support groups and counselling services also play a vital role, offering emotional support and a platform for patients to discuss their experiences, fears, and triumphs.

### Train and retrain healthcare professionals

Improving communication skills should be an integral part of medical education. Medical professionals need training and retraining not only in the science of medicine but also in the art of conveying information effectively. Workshops, role-playing exercises, and continuous education programs can enhance communication skills among healthcare providers, ensuring that future generations of doctors excel not just in diagnosing ailments but also in explaining them to patients with compassion and clarity.

The delivery of high-quality, person-centered care depends heavily on the ability to communicate effectively with service users, coworkers, and visitors. Communication is a central component of health and social care. One cannot overstate how crucial communication is in the healthcare space. Ineffective communication in healthcare settings not only has the potential to negatively impact patient or consumer experiences, but it also has the potential to cost various facilities money and have a negative impact on employee morale.

Jennifer Orisakwe is a health researcher and data storyteller with an interest in topics that affect healthcare stakeholders' decision-making and outcomes.





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