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Middle East

Aesthetic Alchemy

Dr. Maxim Ivanchuk's Magical Journey of Transformation

Medical Research

Medical Devices Market Set to Surpass USD 995 Billion by 2032

Feature

Augnito: Revolutionizing Healthcare with Voice AI Technology



Opinion
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Exclusive
Prof. Humaid O. Al-Shamsi
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Confluence of Innovation and Empowerment

The dynamic landscape of healthcare is witnessing a promising transformation, characterized by current trends that envision a future where medicine is marked by enhanced accessibility, individualization, and proactive care. The seamless integration of technology has opened avenues for innovative solutions, reshaping the way patient care is delivered and redefining the very essence of well-being.

Telemedicine, once a distant concept, has surged into the forefront during the challenges posed by the COVID-19 pandemic. Its ability to connect patients with medical professionals without geographical barriers has revolutionized healthcare accessibility. Embracing telemedicine has led to a newfound convenience, enabling patients to receive expert medical advice from the comfort of their homes.

As digital health gains momentum, its synergy with the medical devices market becomes evident. A comprehensive Market Research Future (MRFR) report forecasts the medical devices market to soar to a staggering USD 995 billion by 2032. This remarkable growth, with a projected CAGR of 5.4% from 2022 to 2032, unlocks boundless possibilities in patient care. Cutting-edge technologies within the medical devices sector continue to reshape the future of healthcare, facilitating innovative and patient-centric solutions.

The convergence of digital health and the global medical devices market is shaping a transformative future for patient care. Digital health, a growing field at the intersection of technology and healthcare, has emerged as a catalyst for patient empowerment. Through wearable devices, mobile apps, and online platforms, individuals can actively monitor their health data and access personalized medical information and guidance. This transformative approach to healthcare puts patients in the driver's seat, fostering greater engagement and responsibility for their well-being.

The concept of personalized medicine, once confined to the realms of science fiction, has become an attainable reality. Advances in genetic sequencing and data analysis are driving remarkable growth in this field, estimated to reach a global market value of \$150 billion by 2025. As the healthcare landscape continues to evolve, an increasing emphasis on prevention has taken center stage. Healthcare providers are adopting proactive measures, focusing on promoting healthy lifestyles, early disease screening, and vaccination efforts. This personalized approach promises to revolutionize disease management, improving treatment efficacy and patient outcomes.

As an editor observing these trends, the future of healthcare appears filled with potential and optimism. Each advancement represents a step towards a world where healthcare is more tailored, proactive, and embracing diversity. Our commitment to supporting and nurturing these transformations will undoubtedly pave the way for a healthier and brighter future, where patient-centric care becomes the foundation of the global healthcare landscape.

Mohammed Irshad

Editor

HI-CARE PROTECTION Feels Good



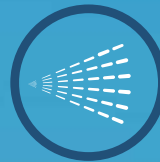
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Kills 99.9% Germs
without using water⁴



Soft on hands & Non-Sticky



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Do not use : In children less than 2 months of age.

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Keep out of reach of children. If swallowed, get medical help.

Directions : Place enough product on hands to cover all surfaces.

Rub hands together until dry. Supervise children under 6 years of age when using this product to avoid swallowing.

Other information : Do not store above 30°C

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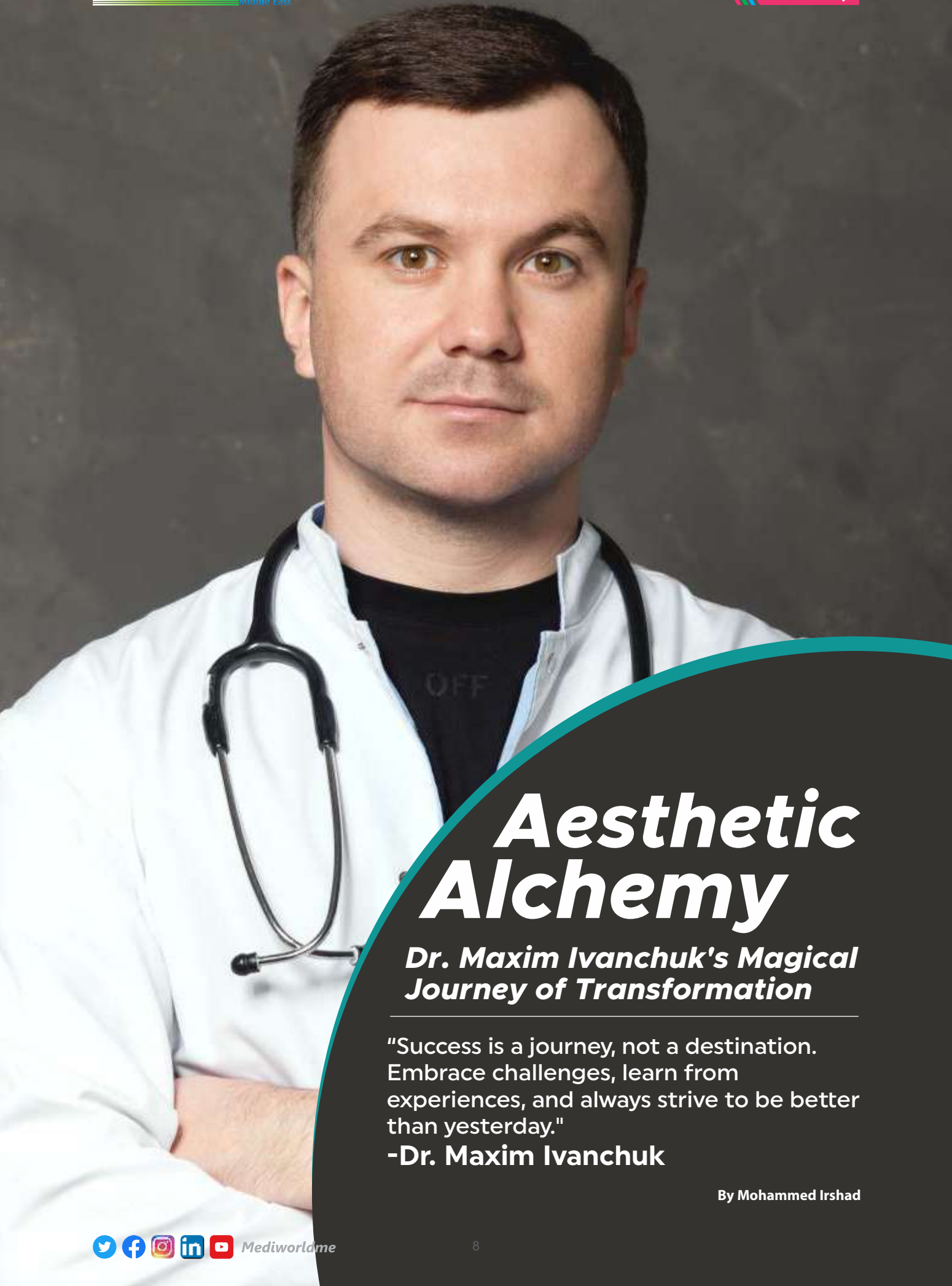
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Aesthetic Alchemy

Dr. Maxim Ivanchuk's Magical Journey of Transformation

"Success is a journey, not a destination. Embrace challenges, learn from experiences, and always strive to be better than yesterday."

-Dr. Maxim Ivanchuk

By Mohammed Irshad

In the dynamic world of plastic surgery, where science meets artistry, there exists a virtuoso - Dr. Maxim Ivanchuk. Renowned as a celebrity plastic surgeon, entrepreneur, and medical influencer, he has emerged as a trailblazer in the industry, pushing the boundaries of innovation and redefining beauty.

At **MediWorld** Middle East, Dr. Maxim Ivanchuk's passion for his craft is evident as we sit down to talk. "For me, plastic surgery is not just a profession; it's a passion that allows me to change lives and boost confidence," he shares with a smile.

The Early Calling

Dr. Maxim's journey into the world of plastic surgery started at a young age, driven by an insatiable curiosity about the transformative power of surgery. "I was only twelve when I first stepped into an operating room. Witnessing the artistry and impact of surgery sparked a fire within me, and I knew I wanted to be a plastic surgeon, creating positive transformations for my patients," he reminisces.

Over the years, Dr. Maxim honed his skills and developed a unique set of techniques, known as the 'Pioneer Procedures.' These groundbreaking methods have become his signature and set him apart from other plastic surgeons worldwide. "My relentless pursuit of excellence drives me to create innovative techniques that deliver exceptional results. Each procedure I perform is tailored to the individual, enhancing not just their appearance but their overall self-confidence," he explains.

With more than 5,000 unique patients under his care, Dr. Maxim has changed appearances and lives. "The greatest reward for me is witnessing the joy and newfound confidence in my patients after a successful procedure. To me, it's not just about enhancing looks; it's about instilling self-assurance and empowering individuals to embrace their true selves," he says with pride.

Dr. Maxim Ivanchuk's exemplary skills and dedication have earned him widespread recognition and accolades. Featured in renowned media outlets such as Forbes, Vogue, Maxim, and USA Today, his work has captivated audiences worldwide. "Receiving recognition for my work is humbling and motivating. It encourages me to push the boundaries of my craft and continue making a positive impact on people's lives," he acknowledges.

The Essence of Professionalism

Beyond the accolades, Dr. Maxim remains grounded and focused on his patients' well-being. Known affectionately as "Dr. Maxim" by his patients, he forges strong bonds with them, fostering open communication and building trust that goes beyond the doctor-patient relationship.

"Fostering a deep sense of trust and promoting open communication with my patients is at the heart of my approach," he emphasizes.

As an entrepreneur and the owner of a renowned hospital, Dr. Maxim exemplifies the epitome of professionalism and top-tier medical care. "Being a plastic surgeon goes beyond surgical skills; it's about the entire patient experience. From the initial consultation to post-operative care, I prioritize their well-being above all else," he affirms.



Building trust and open communication with my patients is essential to me. I strive to understand their desires and concerns, ensuring they feel comfortable throughout their journey."

Balancing the demands of his profession, Dr. Maxim understands the importance of self-care. "Taking care of myself is vital to perform at my best as a plastic surgeon. Traveling and exploring nature allow me to recharge my creativity and keep my energy levels high," he shares.

Looking toward the future, Dr. Maxim aspires to be the world's best plastic surgeon, continuously refining his author procedures and bringing smiles to more happy patients worldwide. "In five years, my goal is to be recognized as the world's leading plastic surgeon, pioneering revolutionary techniques that redefine beauty and transform lives," he envisions.

A Magical Tale of Transformation

His journey has been marked by challenges, but his resilience and dedication have helped him overcome every obstacle. He encourages aspiring individuals to persevere in the face of adversity and never stop reaching for their goals. "Success is a journey, not a destination. Embrace challenges, learn from experiences, and always strive to be better than yesterday," he advises.



Dr. Maxim's story is a testament to the power of passion, dedication, and innovation. With each surgical masterpiece, he weaves a tale of beauty, confidence, and self-discovery, proving that in the hands of an artist like him, the journey to self-improvement can indeed be magical.

As the world continues to be enthralled by his extraordinary work, He remains committed to his vision of redefining beauty and empowering individuals to embrace their uniqueness. With his golden hands and compassionate heart, he continues to leave a legacy of beauty, transformation, and impact in the world of plastic surgery.

Dr. Maxim is a gifted plastic surgeon and a talented researcher, contributing to the scientific community with numerous published papers and presentations at prestigious conferences. "Research is an integral part of my practice. I believe in staying at the forefront of the latest advancements in plastic surgery, and research allows me to do just that," he shares.

Beyond his dedication to his patients and research, Dr. Maxim takes on the role of a

mentor and educator, guiding young students on their path to success. "I am passionate about teaching and mentoring. It is essential to nurture the talents of young minds and guide them towards a fulfilling career in plastic surgery," he affirms.

Passion Beyond Profession

Outside of work, Dr. Maxim finds solace in nature and adventure, being an avid hiker who enjoys exploring the great outdoors and embarking on adventurous trips with his team. "I find immense joy in nature. Hiking allows me to connect with myself and find inspiration in the beauty of the world around us," he says.

In his leisure time, Dr. Maxim also satisfies his need for speed and passion for cars, indulging in his love for their speed and craftsmanship.

His impact extends beyond his profession, as he makes strides in his entrepreneurial ventures as well. As an innovator in plastic surgery techniques, Dr. Maxim has made his mark in the industry, and many surgeons and industry professionals seek out his insights and stay updated on the latest innovations through his Instagram account. "Being an entrepreneur allows me to elevate my passion for plastic surgery. I can create a lasting impact on the industry and shape the future of plastic surgery," he states proudly.

As Dr. Maxim continues his journey towards greatness, the world watches in awe of his talent, dedication, and compassion. With each surgical success, he leaves an indelible mark on the lives of his patients, reaffirming his position as a true visionary in the world of plastic surgery.

In a world where beauty standards constantly evolve, Dr. Maxim Ivanchuk stands tall as a beacon of excellence, offering a haven for transformation and empowerment to those seeking to embrace their unique beauty and live life to the fullest.



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Augnito

Revolutionizing Healthcare with Voice AI Technology

"The future of healthcare lies in the adoption of artificial intelligence technologies. At Augnito, we make this future accessible today; using everyone's most intuitive means of communication—Speech."

There is a pressing need for truly digitized and interoperable global healthcare systems. This infrastructure ensures standardized record-keeping, improves the coordination of patient care, enables better clinical research, enhances data analytics and breakthroughs, and reduces the overall cost of healthcare delivery. At the heart of this digitization lies the requirement of a framework for seamless clinical documentation. This documentation has tremendous medico-legal implications and forms the basis for the insurance reimbursements on which the entire industry runs.

Addressing Healthcare's Billion-Dollar Problem

Even though Electronic Medical Record (EMR) systems have been in place for a while, the creation of centralized, detailed digital health records that can be updated quickly yet precisely has proven to be extremely problematic. It is a massive undertaking, for which a majority of the effort falls on the shoulders of healthcare providers. However, it is well-documented that physicians around the world are suffering from burnout, even in the post-pandemic world. Unsurprisingly, the primary contributor to their fatigue and overwork is clinical documentation itself.

Rustom Lawyer
Co-Founder & CEO, Augnito

On average, doctors spend 50% of their working hours on record keeping (for nurses, it is about 30%). That's valuable time that could be spent focusing on patient care, clinical research, and personal recuperation. Fortunately, there is an organization that is working to ease the burden of already-overworked healthcare professionals.

Thriving in this complex environment is a Medical Speech Recognition technology provider— Augnito. The company is leveraging cutting-edge technologies like Machine Learning and Natural Language Understanding, so that physicians can effortlessly document their observations, laboratory tests, treatments, therapies, drug administration, and more. Their Voice AI makes clinical documentation 4 times faster, easier, and more accurate.

Augnito is on a mission to democratize the use of speech-based technology in healthcare, to attain three main objectives—ease EMR adoption and usability, reduce the number of claim rejections by enabling physicians to produce quality at source, and drive patient engagement by facilitating more meaningful encounters and optimized treatments.

Instant Impact with Human-Centric Tech Solutions

"It is a great honor to have Augnito onboard as our Voice AI partner as we continue to work towards delivering world-class services which positively contributes to the UAE's vision to become a leading nation in healthcare practices. After reviewing several products, we found the quality of Augnito to be exceptional, plus the engagement experience was smooth for us during the proof-of-concept stage which strengthened our belief in the product and the ability for it to deliver on all counts post onboarding."

- Dr Jamil Ahmed, Founder and Managing Director, PRIME Healthcare Group.

Augnito's Voice AI software has helped realize a 75% reduction in clinical documentation time for their users, saving over 3 hours daily. In a recent case study with one of Asia's leading healthcare institutions, the deployment of their technology yielded significant clinical, operational, and financial impact. Some standout findings from the study were:

100% of doctors surveyed agreed that operating their HIS (Hospital Information System) was substantially simplified with the use of Augnito.

- There was an 89.5% consensus on the improvement in quality of medical reports.
- 96.5% of doctors noted faster turnaround times—saving an average of 44 hours per month.
- There was a 46% increase in overall productivity, improved doctor satisfaction rates, as well as improved quality of consults and patient interactions.
- The Group realized an 11x return on their investment (ROI) within just 6 months of deployment.

Co-designed by physicians & AI scientists, Augnito's real-time speech-to-text software is fully equipped with the entire language of medicine, with support for over 50 medical specialties and sub-specialties. Focusing on linguistics, the AI-powered clinical documentation tool can accurately decipher any accent (of spoken English). Physicians can even personalize their experience by customizing Augnito's vocabulary to include proper nouns, newly approved drugs, and personal abbreviations.

Augnito's most popular solutions are Spectra, which is a fast and easy speech-to-text solution that captures patient notes in seconds, increases productivity and improves patient care, and Voice Services, which are their advanced APIs & SDKs to create a more efficient, voice-driven workflow. They even have a developer portal to ensure that customers can easily evaluate and integrate their services.

Augnito's Healthcare AI is available on any Windows or Mac interface and can also be downloaded on a smartphone (both iOS and Android). It takes less than five minutes to install and get started, with 99% accuracy straight out of the box. That means there's absolutely no need for a voice profile training segment. It also comes with a host of productivity-enhancing features like macros, templates, and voice commands.

Augnito's solutions work seamlessly with over 75 clinical applications like Cerner, TrakCare, Agfa Healthcare, Fujifilm, PaxeraHealth, and many more. They even work flawlessly with common word processors like Microsoft Word. This is a testament to the advanced API & SDK the software hosts, allowing it to voice enable any platform through native integration.

A Differentiated Strategy for Innovation and Customer Success

"Augnito offers excellent service and quality products that are loved by the medical professionals that use them. They have a proven track record to reduce clinical documentation timelines, help mitigate physician burnout, increase revenue for healthcare organizations, reduce insurance claim rejections, and improve overall patient outcomes."

- Ahmed El-Naji, CEO, ATTIEH Medico

By combining human-centric design and cutting-edge technology, the overarching vision at Augnito is to help institutions establish a strong backbone for a centralized healthcare infrastructure—one that benefits both providers and patients. The company offers both on-premises & cloud-based solutions to a mix of enterprise and retail clientele. Their team is constantly innovating to add value to every level of the spectrum of healthcare—from diagnostic centers and labs to the in-patient department (IPD), out-patient department (OPD), and even pharmacies.

Augnito also believes in a comprehensive approach to Customer Success. By focusing heavily on providing the best onboarding experience, they ensure that the adoption of their technology is entirely hassle-free. This in turn pays dividends in the form of advocacy, as their end-users (physicians) become their biggest champions.

The Voice AI solutions provider is also determined to enable all types of individuals and organizations to drive change, whether they are first time users of such technology or customers transitioning from legacy solutions. It is this relentless



With this avant-garde technology, a physician's workflow becomes extremely simple. They can simply switch on the Ambient technology app on their smart device and carry out a regular consultation, completely focused on the patient. The AI transcribes the entire conversation in real-time, with absolute accuracy and generates a structured SOAP note which includes chief complaints, medical history, diagnoses, recommended plan of care, prescriptions, and details of the follow-up appointment, among others. This data then gets pushed into the EMR system with a simple voice command.

focus on Customer Success, via dedicated managers, 24x7 technical support and free-of-cost personal training sessions and product demos, that has enabled Augnito to integrate its solutions in over 375 hospitals, across more than 25 geographies.

Leveraging Two Decades of Industry Experience

Rustom Lawyer, the Co-Founder and CEO of Augnito, is no stranger to the challenges and potentials of the healthcare sector. At the age of 19, he co-founded Scribotech Healthcare, an establishment that pioneered clinical transcription services in the UK. Collaborating with esteemed organizations like the UK's National Health Service (NHS), Scribotech set the pace for revolutionizing healthcare documentation.

Drawing from their two-decade-long tenure, Lawyer and his co-founder, Shiraz Austin, facilitated the natural evolution of Scribotech's expertise into Augnito. With a team of bright minds from the Massachusetts Institute of Technology (MIT), Indian Institute of Technology Bombay (IIT), and The University of Sheffield, among others, Augnito started developing a cloud-based voice recognition software for physicians nine years ago.

With experience comes a sophisticated understanding of the landscape. So, in a sector as sensitive as healthcare, Augnito's leadership was well aware that data security is of the utmost importance. Augnito's solutions are securely cloud-based, locally hosted, region-specific, GDPR, HIPAA compliant, and ISO 27001 certified. However, Augnito also offers on-premises hosting services for organizations seeking more control over their network environment.

A Key Player in the Middle East

Several leading healthcare organizations in the UAE have already deployed Augnito's solutions, including PRIME Hospitals, Royal Bahrain Hospitals & Berlin Hospitals, Dubai. Recently, Augnito also entered a strategic alliance with ATTIEH Medico Ltd., aiming to streamline, automate, and digitize clinical workflows for better patient outcomes. The partnership aligns with the Kingdom of Saudi Arabia's Vision 2030, which seeks to augment technological solutions and heavily invest in Healthcare AI.

Clearly understanding the unique requirements of the Middle East, Augnito has also developed a state-of-the-art physical hosting service alongside its cloud offering. It addresses the region's concern for stricter control on data residency and offers greater flexibility in management, integration of new tools or upkeep of existing resources.

"The Middle East has demonstrated remarkable ambition in embracing advanced technologies and artificial intelligence for healthcare. In recent years, we have witnessed an unparalleled surge in innovation, determination, and foresight—all aimed at establishing a modern healthcare infrastructure in the region. At Augnito, we're all eager to play our role in this wonderful transition." - Rustom Lawyer, Co-Founder & CEO, Augnito.

The Future of Voice AI in Healthcare

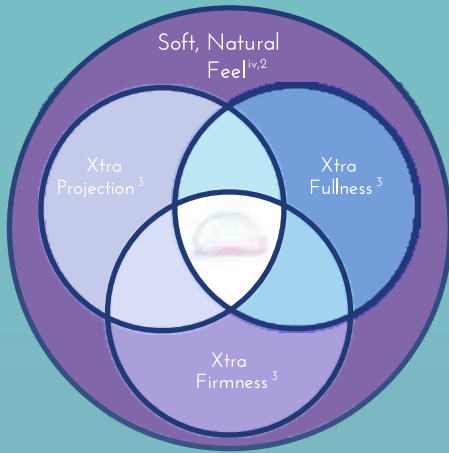
Augnito is also leading the charge in developing more advanced Voice AI, which is set to further revolutionize healthcare by allowing physicians to interact with patients without the hassle of manual data input tasks. Augnito's Ambient Clinical Intelligence (ACI) technology enables the creation of structured EMR data from an unstructured, natural conversation. It uses Multi-Lingual Speech Recognition with Generative AI technology to help physicians document patient encounters and automate all the administrative tasks that EMR entails—so their focus can be entirely on the patient.

With this avant-garde technology, a physician's workflow becomes extremely simple. They can simply switch on the Ambient technology app on their smart device and carry out a regular consultation, completely focused on the patient. The AI transcribes the entire conversation in real-time, with absolute accuracy and generates a structured SOAP note which includes chief complaints, medical history, diagnoses, recommended plan of care, prescriptions, and details of the follow-up appointment, among others. This data then gets pushed into the EMR system with a simple voice command.

Another intriguing concept in Augnito's R&D pipeline is the use of Voice Biomarkers to identify neurological ailments such as Alzheimer's, mental health diseases such as Depression, and pulmonary diseases such as Covid 19. Imagine diagnosing disorders simply by having your patient speak! Such potential underlines the true disruption that Augnito is set to bring in the healthcare sector.

Augnito has already become more than a software provider. It is a catalyst for change—driving the healthcare sector towards a future where technology and human expertise seamlessly blend to deliver quality care. As Rustom Lawyer aptly puts it, "Augnito is here to facilitate healthcare transition, one voice command at a time."

Why MemoryGel™ Xtra Breast Implants?¹



iv. Mentor Consumer Preference Market Research Report July 2017.

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Medical Devices Market

Set to Surpass
USD 995 Billion
by 2032, with
a 5.4% CAGR



In a recent report published by the Globe Newswire, it has been stated that the global medical devices market is on track to reach a staggering USD 995 billion by 2032, according to a comprehensive Market Research Future (MRFR) research report. The market, which was valued at USD 492.3 billion in 2021, is projected to grow at a CAGR of 5.4% during the forecast period from 2022 to 2032.

Medical devices play a critical role in detecting, preventing, treating, and curing diseases and disorders. These devices work through physical, structural, or mechanical activity on or inside the body, setting them apart from pharmaceuticals or biologics. The medical devices industry caters to a wide range of applications from simple, low-risk devices like medical thermometers and disposable gloves to sophisticated, high-risk implantable devices.

The market's growth is driven by several factors, including the shift toward homecare settings, which has increased the demand for portable medical devices. Additionally, the rising prevalence of chronic diseases has further fueled the demand for medical devices.

Key Players in the Medical Devices Market:

The medical devices market is dominated by key players such as Abbott, Fresenius SE & Co. KGaA, GE Healthcare, Johnson & Johnson Services Inc, Medtronic, Siemens AG, Stryker, Boston Scientific Corporation, and Becton, Dickinson, and Company.

Market Trends and Drivers:

The increasing burden on healthcare systems due to the treatment of individuals with severe diseases and

As per the Fortune Business Insights report, The Middle East and Africa medical devices market size is projected to grow at a CAGR of 5.0% during the forecast period. The Middle East and African medical devices market growth is attributed to the expansion of key players in these countries, government support to companies operating in the region, convergence in medical device regulations, and innovations by key players.



chronic ailments has prompted market players to invest in research and development of cutting-edge and user-friendly medical equipment. These developments include specialized beds, person-lifting and transferring equipment, and toileting aids for chronic disease treatment. Moreover, healthcare agencies are actively promoting home care settings to reduce hospital stays and costs.

The medical devices market is expected to witness significant growth due to rising chronic disease prevalence, increased R&D investments by medical technology companies, and a streamlined regulatory approval process for medical devices. The pharmaceutical, biopharmaceutical, and medical device industries' rising R&D expenditures during the projected period also contribute to the market's expansion.

Market Restraints:

The high cost of medical devices, including acquisition and maintenance charges, poses a challenge for some patients and healthcare facilities. Some advanced devices require additional parts that need periodic replacement, adding to the overall cost of ownership. Moreover, concerns about data security for patient data transmitted from remote devices to doctors via the Internet could hinder the market's growth.

Impact of COVID-19:

The global medical device industry has faced disruption in supply chains due to the COVID-19 pandemic. Many enterprises have ramped up production to meet the rising demand for critical medical devices. However, the pandemic has affected hospital capacity and patient access to care, impacting the medical devices market.

Regional Analysis:

North America currently holds the largest share of the medical devices market, attributed to the region's increasing prevalence of chronic diseases and the adoption of cutting-edge medical technologies. Favorable reimbursement policies and a well-established healthcare infrastructure further contribute to the market's growth.

Asia-Pacific is expected to witness the fastest market growth due to expanding healthcare infrastructure, government initiatives, and a rising number of patients with chronic illnesses. India's medical devices market has also seen significant growth during the study period.

As per the Fortune Business Insights report, The Middle East and Africa medical devices market size is projected to grow at a CAGR of 5.0% during the forecast period. The Middle East and African medical devices market growth is attributed to the expansion of key players in these countries, government support to companies operating in the region, convergence in medical device regulations, and innovations by key players.

In conclusion, the medical devices market is poised for substantial growth in the coming years, driven by technological advancements, rising chronic disease cases, and increased investment in research and development. While cost and data security challenges persist, the industry remains focused on delivering innovative solutions to meet the healthcare sector's evolving needs.



A comprehensive study conducted by Oxford University has revealed that Bahrain has secured the top spot in average daily calorie consumption among 184 countries. The research shed light on the dietary habits of nations, showing that Bahraini citizens consume an astounding average of 4,012 calories per day.

Surpassing even the United States, known for its well-documented obesity problem, Bahrain's high calorie intake has raised concerns about public health. The study highlighted that four out of 10 adults in Bahrain are categorized as obese, pointing to a sedentary lifestyle and an increased reliance on fast food as contributing factors.

In the global rankings, the United States came in second place, with its citizens consuming an average of 3,868 calories

Bahrain Leads Global Calorie Consumption: Oxford Research

per day. Ireland secured the third spot with 3,850 calories, followed closely by Belgium at 3,824 calories. Turkey completed the top five countries, with its citizens consuming an average of 3,762 calories daily.

On the contrary, the countries with the lowest calorie consumption included the Central African Republic, Burundi, Madagascar, Zimbabwe, and Yemen. These nations face prolonged political strife, which has negatively impacted their economies and food supplies.

Overall, the study found that 173 out of the 184 countries assessed exceeded the recommended average of 2,000 calories per day for both sexes. As the availability of processed foods continues to rise worldwide, experts caution against the potential risks of nutrient deficiencies. Alarmingly, the research predicts that the number of individuals with diabetes could reach 1.3 billion by 2050.

The findings underscore the importance of fostering healthier eating habits and promoting balanced diets to safeguard public health. Addressing the global challenge of excessive calorie consumption is crucial to mitigating the potential rise of chronic diseases and promoting overall well-being.

MedCrypt and Kansas State University Partner to Advance Medical Device Security Research

MedCrypt, a cybersecurity solution provider for medical device manufacturers, has joined forces with Kansas State University (KSU) in a collaborative effort to advance medical device security research. The partnership aims to address the pressing need for improved security in the medical field. To support this initiative, MedCrypt has provided a grant to KSU to assess regulatory and cybersecurity risks associated with medical devices.

Led by Dr. Eugene Vasserman from KSU and Dr. Seth Carmody, VP of regulatory strategy at MedCrypt, the research team will focus on

validating risk assessment tools and quantifying cyber risks associated with interconnected medical devices. Their approach takes into account both technical and business perspectives, encompassing threat modeling, vulnerability monitoring, and incident response. The ultimate goal is to develop a customizable platform that provides recommendations to address current and future technological, regulatory, and business risks in the medical device industry.

The collaboration between MedCrypt and KSU is expected to yield valuable research papers and software artifacts that will contribute to industry knowledge and help reduce risk. By strengthening the safety and integrity of medical devices, the partnership aims to protect patients from evolving cyber threats.

The insights gained from this research will benefit healthcare organizations, device manufacturers, security companies, and regulators by enabling them to effectively manage and mitigate cybersecurity risks in the medical field. By addressing these challenges head-on, the partnership between MedCrypt and KSU aims to make lasting improvements to the industry and enhance patient safety.

"نبراس - رحلتي في عالم أبحاث التمريض والقبالة"

"Nebras - My Journey into the World of Nursing and Midwifery Research"

Enriching Healthcare Capabilities: Nebras - A UAE Project Empowering Nurses and Midwives in Research

By Harshad Hussain

The Ministry of Health and Prevention (MoHAP) in the United Arab Emirates has unveiled an innovative and transformative healthcare initiative, known as the 'NEBRAS' program, in a groundbreaking partnership with Pfizer. This visionary endeavor sets its sights on elevating the expertise of nursing and midwifery professionals, empowering them to embrace the realm of scientific research closely aligned with the nation's health priorities. By fostering a culture of empowerment and emphasizing the pivotal role of research in nursing and midwifery, the Nebras Initiative emerges as a remarkable leap forward in advancing healthcare excellence throughout the UAE.

Launching Nebras: A Commitment to Progress

The Nebras Initiative, launched by MoHAP in partnership with Pfizer, is a pivotal element of the National Strategy for Nursing and Midwifery (2022-2026). Dr. Sumaya Mohamed Al Blooshi, Head of the National Committee for Nursing and Midwifery at MoHAP, underscores the significance of this program, stating, "We are determined to establish a healthcare system that corresponds to the mandates of the UAE's vision for the next fifty years." This demonstrates MoHAP's commitment to leadership and the adoption of best practices to strengthen and sustain the health system. By prioritizing nursing and midwifery, the Nebras Initiative aims to provide specialized and indispensable care for all community members.

The Nebras Initiative places a strong emphasis on fostering a culture of scientific research and evidence-based practice in nursing and midwifery. Dr. Al Blooshi explains, "This initiative supports the completion of priority research studies mandated by the National Strategy for Nursing and Midwifery, informing national strategic plans and projects with study findings and recommendations." By promoting research, the Nebras Initiative not only enhances the status of nursing and midwifery professions but also contributes to the development of scientific knowledge and standards. This initiative also encourages young talent to consider nursing and midwifery as career options and pursue



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Dr. Sumaya Mohammed Al Blooshi

Director of Nursing- Emirates Health Services
Head of the National Committee for Nursing and midwifery Affairs- Ministry of Health and Prevention



specialization in these fields. By doing so, the UAE ensures a skilled and specialized workforce for the future.

National Mentorship Program: Guiding the Way

At the heart of the Nebras Initiative lies a national mentorship program designed to guide nursing and midwifery professionals in their research endeavors. The program invites research experts to serve as mentors, while nurses and midwives are encouraged to submit their research ideas as mentees. Dr. Al Blooshi explains, "The program will provide a platform for nurses and midwives across the UAE to submit their research ideas and apply as mentees." Accepted mentees will be paired with mentors to create a tailored mentorship plan within an integrated digital platform. This initiative aims to inspire and support healthcare professionals in their pursuit of scientific research and evidence-based practice. Through mentorship, the Nebras Initiative ensures that aspiring researchers receive guidance and support from experienced professionals, fostering a collaborative and innovative research environment.

Reinforcing Governance and Strategic Objectives

The Nebras Initiative stands as a beacon of progress, harmoniously aligning with the strategic objectives of the National Nursing and Midwifery Strategy (2022-2026), duly approved by the Cabinet. This comprehensive strategy envisions reinforcing the governance of the nursing and midwifery profession through the implementation of professional organizational policies and practices. Embodying a profound commitment to achieving the Sustainable Development Goals, the strategy endeavors to ensure effective planning and management of the nursing and midwifery workforce, fostering the delivery of healthcare services of the highest quality. The Nebras Initiative assumes a pivotal role in this transformative journey, nurturing a culture of excellence and innovation within nursing and midwifery practices.

Driven by the visionary National Strategy for Nursing and Midwifery, the Nebras Initiative shines as a transformative force in the UAE's healthcare landscape. Embracing the power of scientific research, the initiative nurtures budding talents through dedicated mentorship programs, empowering healthcare professionals to contribute to the advancement of healthcare in the nation. With unwavering dedication, strategic partnerships amplify the impact of the Nebras Initiative, affirming the significance of public-private collaborations in driving transformative outcomes in healthcare.

United in Purpose

Pfizer, a key partner in the Nebras Initiative, acknowledges the vital role nurses play in clinical research and strengthening healthcare systems. Dr. Nadine Tracha, Pfizer Gulf Medical Director, states, "Pfizer has a long heritage of supporting the development of health and nursing policies around the world." The collaboration with MoHAP demonstrates Pfizer's commitment to advancing nursing practices and supporting the National Strategy for Nursing and Midwifery. By strengthening education, development, management, and clinical practice in healthcare, this partnership aims to enhance the role of nurses in contributing to the UAE's healthcare system. The support from Pfizer further emphasizes the importance of fostering collaborations between public and private entities to achieve transformative outcomes in healthcare.

Together, MoHAP, Pfizer, and other stakeholders shape a future where nursing and midwifery professions radiate excellence, innovation, and an unwavering commitment to providing high-quality care to the community. With the Nebras Initiative igniting a passion for research and continuous improvement, nursing and midwifery professionals are poised to elevate healthcare standards, leaving an indelible mark on the nation's healthcare landscape. As the UAE strides confidently towards its vision of progressive and patient-centric healthcare, the Nebras Initiative stands as a testament to the power of collective dedication and shared purpose in achieving transformative excellence.

The Nebras Initiative is more than a program; it is a luminous manifestation of the UAE's commitment to nurturing a healthcare ecosystem where nurses and midwives stand at the forefront of progress, empowered to shape a brighter and healthier future for all.

Growth of the Pharmaceutical Business in the Gulf Region

By Dr. Mona Al Moussli
Co-founder & Managing Director
of PRA Consultancy



The pharmaceutical industry in the Gulf countries, comprising Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates (UAE), has been experiencing rapid growth in recent years. As part of the Middle East and North Africa (MENA) region, the Gulf Cooperation Council (GCC) countries play a significant role in the pharmaceutical market.

A major driving force behind this growth is the region's rapidly expanding population, particularly the rise in the elderly population. According to a report by Mordor Intelligence, the GCC population is projected to reach 64 million by 2050, up from 53 million in 2020. Additionally, increasing incomes and a surge in lifestyle-related diseases have led to a higher demand for pharmaceutical products.

The growth of the pharmaceutical industry in Gulf countries is further boosted by favorable government policies and regulations. These nations have implemented policies to attract foreign investment and promote

domestic production of pharmaceutical products. For example, the UAE has established free zones to encourage foreign companies to set up manufacturing facilities, while Saudi Arabia's "Saudi Vision 2030" plan aims to diversify its economy, with a focus on the healthcare sector.

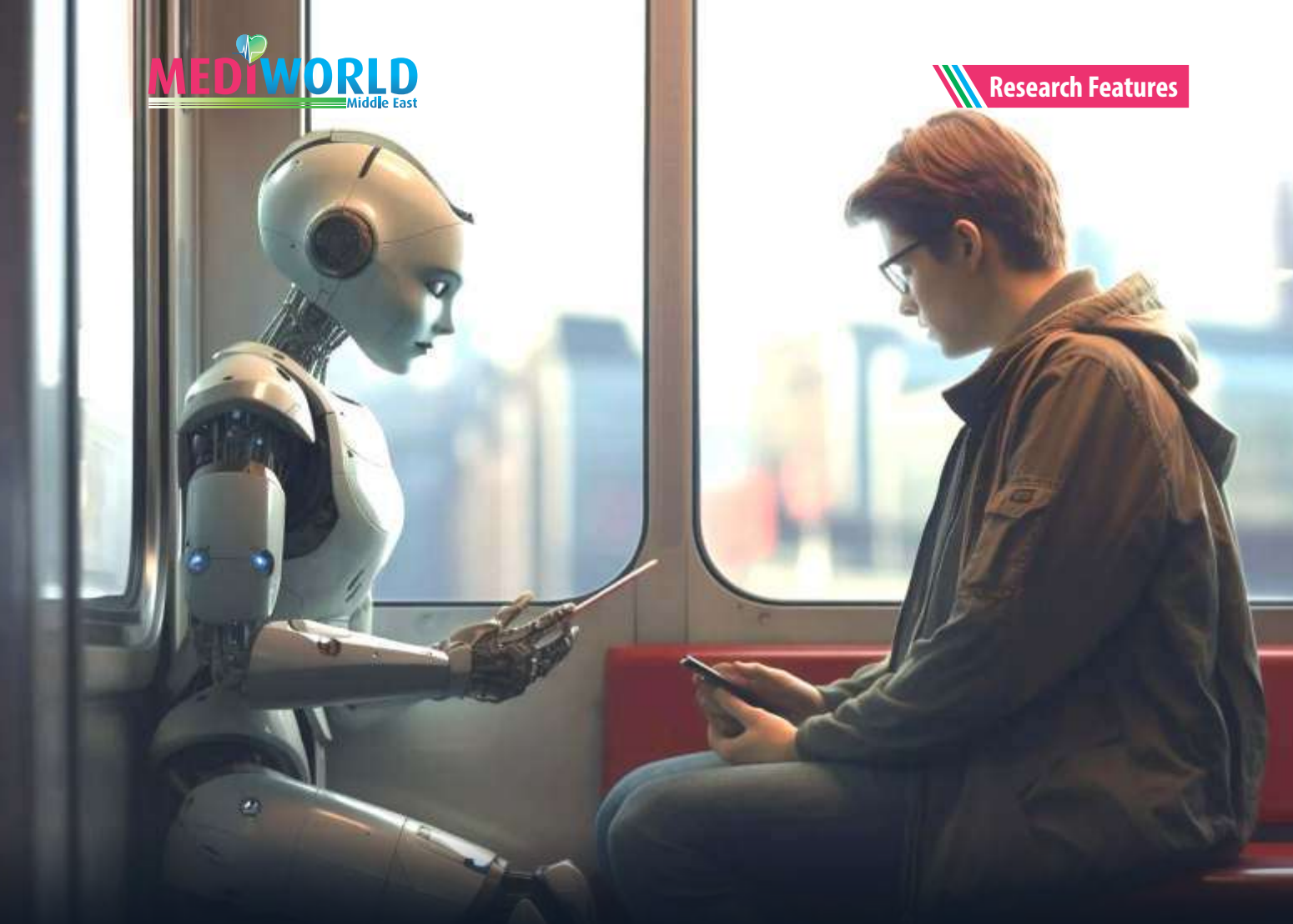
Moreover, the Gulf countries are heavily investing in healthcare infrastructure, including hospitals, clinics, and research facilities. The UAE's ambitious project to build the world's largest medical city in Dubai, featuring research centers, medical colleges, and hospitals, is a testament to their commitment. Additionally, the GCC countries are embracing healthcare technologies such as telemedicine and e-health solutions.

To foster collaboration, knowledge-sharing, and understanding of the impactful growth and movement of the pharma industry, PRA Consultancy annually hosts the GCC Regulatory Affairs Pharma Summit. The summit serves as an essential platform for governmental entities and industry leaders to connect and stay updated on the latest regulatory insights and valuable information.

While multinational companies currently dominate the pharmaceutical industry in Gulf countries, there is a noticeable trend of local companies investing in research and development to develop their products and capture a larger market share.

Despite the promising growth prospects, the pharmaceutical industry in Gulf countries faces certain challenges. One of the primary challenges is the lack of domestic manufacturing capabilities, leading to heavy dependence on imported pharmaceutical products. Additionally, high healthcare costs and limited insurance coverage for many individuals present further obstacles.

In conclusion, the pharmaceutical industry in Gulf countries presents a promising market with significant growth potential. The region's favorable government policies, expanding population, and investments in healthcare infrastructure and technologies are key contributors to this growth. However, addressing challenges such as domestic manufacturing capabilities and healthcare costs will be crucial for sustainable progress in the industry.



**Study Explores the
Transformative Potential of
Companion
robots
in Combatting the
Loneliness Epidemic**

By Mohammed Irshad

The profound potential of companion robots equipped with artificial intelligence emerges as a beacon of hope in combating the widespread affliction of loneliness, as indicated by an enlightening research report from the esteemed academic institutions of Auckland, Duke, and Cornell Universities.

Delving into the realm of Science Robotics, this groundbreaking report expounds upon the ethical considerations faced by governments, policy makers, technologists, and clinicians alike, urging these stakeholders to unite swiftly and devise comprehensive guidelines pertaining to trust, agency, engagement, and real-world efficacy. Moreover, it presents an innovative approach to gauging the efficacy of a companion robot in providing solace to individuals.

"While prevailing evidence currently advocates the invaluable presence of genuine human connection," revealed Murali Doraiswamy, MBBS, FRCP, a distinguished professor of Psychiatry and Geriatrics at Duke University and esteemed member of the Duke Institute for Brain Sciences, "we must recognize that until society unequivocally prioritizes social interconnectedness and compassionate eldercare, companion robots offer a viable solution for the countless isolated individuals bereft of alternatives."

Alarming statistics divulged by the Survey Center on American Life reveal that the number of Americans bereft of close friendships has quadrupled since 1990. Loneliness and social isolation, which plague approximately a third of the global population, exact a heavy toll on public health, heightening the risk of mental illnesses, obesity, dementia, and premature mortality. In fact, the U.S. Surgeon General Vivek H. Murthy, M.D., has gone so far as to equate loneliness with the perniciousness of smoking cigarettes.

While forging new friendships in adulthood to alleviate the anguish of isolation proves increasingly arduous, the prospect of developing companion robots tailored to the unique needs of socially isolated older adults holds considerable promise. Elizabeth Broadbent, Ph.D., an eminent professor of Psychological Medicine at Waipapa Taumata Rau, University of Auckland, emphasized, "Artificial intelligence bestows upon us the thrilling prospect of endowing companion robots with enhanced capabilities for forging social bonds. However, we must exercise caution to establish ethical principles that ensure their morality and reliability."

Among the noteworthy social robots, ElliQ has garnered extensive experience through numerous interactions with human users, with nearly half of these engagements centered on simple companionship, such as sharing a comforting cup of tea or coffee. An ever-growing body of research on companion robots suggests their remarkable potential in alleviating stress and loneliness while aiding older individuals in maintaining their well-being and vitality within the familiar confines of their homes.

The advent of newer robots integrated with advanced AI systems holds promise for fostering even more profound connections with their human counterparts than their predecessors. Generative AI, exemplified by ChatGPT, an impressive language model, enables robots to engage in spontaneous conversations, even simulating the voices of departed loved ones and old friends.

Notably, medical professionals are largely amenable to the potential of companion robots. A comprehensive Sermo survey encompassing 307 healthcare providers across Europe and the United States revealed that 69% of physicians agreed that social robots could offer invaluable



P. Murali Doraiswamy,
MBBS, FRCP Duke professor of
psychiatry & geriatrics.

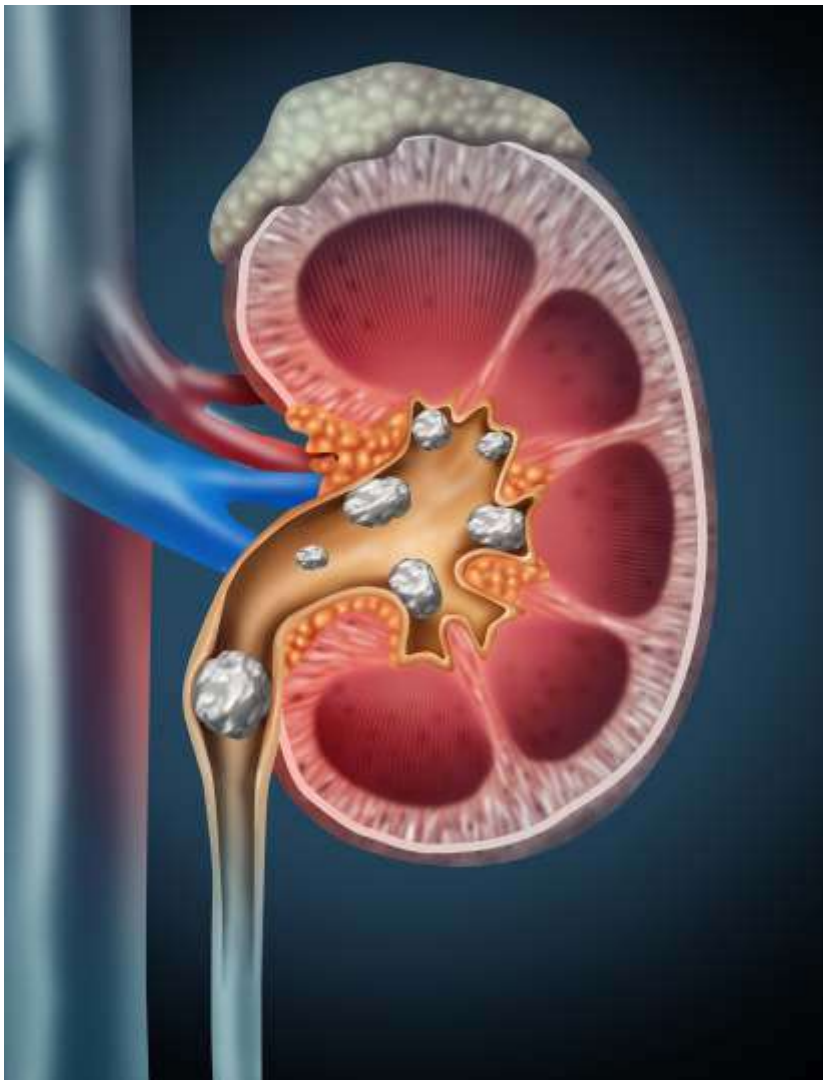
companionship, mitigate isolation, and potentially enhance patients' mental well-being. Additionally, 70% of doctors advocated for insurance companies to cover the expenses associated with companion robots, provided they demonstrate tangible benefits as supplements to friendship. However, the challenge of quantifying a robot's impact remains formidable.

This lack of measurability underscores the imperative of devising patient-rated outcome measures, such as the pioneering scale currently being developed by the authors—the "Companion Robot Impact Scale" (Co-Bot-I-7). This groundbreaking metric seeks to discern the impact of companion machines on physical health and loneliness, yielding promising indications that these remarkable creations may already be efficacious. For instance, early findings from Professor Broadbent's laboratory demonstrate that affable androids contribute to stress reduction and even facilitate healing of minor wounds.

Concluding their insightful report with cautious optimism, the authors contend, "By adhering to the appropriate ethical guidelines, we can potentially build upon the existing groundwork and harness the power of robots to forge a healthier society." Noteworthy contributors to this profound research endeavor include the esteemed scholars Mark Billingham, Ph.D., and Samantha Boardman, M.D., in addition to the invaluable expertise of Professor Broadbent and Dr. Doraiswamy. The latter two have served as trusted advisors to Sermo and various technology companies, while all three are esteemed co-developers of the Co-Bot-I-7 scale, indicative of their invaluable contributions to this burgeoning field.

Source: <https://today.duke.edu>

The Growing Trend: Kidney Stones in the Young



Until a few decades ago, kidney stones were primarily associated with middle-aged white men. However, recent data reveals a concerning shift in the demographics affected by this painful condition. Today, kidney stones are increasingly being diagnosed in younger individuals, particularly during the summer season. The rise of kidney stones among teenagers, especially girls, has become a significant health concern.

Factors Contributing to the Trend

While the exact cause behind this unsettling trend remains unclear, experts propose several potential factors. One leading contender is the modern diet, characterized by high consumption of ultraprocessed foods. These foods often contain excessive sodium, which can force additional minerals into the urine, contributing to stone formation. Moreover, sweetened beverages high in fructose corn syrup may also increase the risk of kidney stones.

Another factor under scrutiny is the early use of antibiotics. Recent research suggests that certain oral antibiotics can disrupt the gut microbiome, creating an environment conducive to kidney stone development. Over-prescription of antibiotics, especially in the pediatric population, could be a significant contributor to the increase in kidney stones among younger individuals.

Additionally, climate change plays a role in the growing prevalence of kidney stones. Hotter summers lead to increased sweating

and reduced urine output, allowing minerals to aggregate in the kidneys and urinary tract. Children, who are especially vulnerable to heat, may experience a higher risk of stone formation during the summer months.

The Impact on Children and Teens

The rising incidence of kidney stones among the young is alarming. For many children, kidney stones cause intense pain, bleeding, and discomfort. The condition can disrupt their daily activities, affecting school attendance and physical activities. Pediatric hospitals are now establishing specialized "stone clinics" to provide comprehensive care for children and teenagers dealing with kidney stones.

Research Initiatives

As medical professionals grapple with the increasing prevalence of kidney stones in the young, research efforts are in full swing. Studies are examining the correlation between dietary habits, antibiotic use, and kidney stone formation. By understanding the underlying causes, healthcare providers hope to develop effective preventive measures and treatment strategies.

The Importance of Early Intervention

Detecting kidney stones early is crucial to preventing complications and managing the condition effectively. Timely intervention can prevent stones from getting stuck in the urinary tract, minimizing pain and reducing the risk of long-term health issues. Children and teens diagnosed with kidney stones can benefit from personalized treatment plans that address their unique needs.

Preventive Measures

Maintaining proper hydration is key to preventing kidney stones. Encouraging children to drink plenty of water, especially during hot weather, can reduce the risk of stone formation. Monitoring urine color can be a simple yet effective way to gauge hydration levels – a light lemonade color indicates adequate hydration.

Future Implications

As healthcare professionals gain more insights into the factors contributing to



the rise of kidney stones among the young, they hope to develop evidence-based guidelines for prevention and treatment. By identifying high-risk groups and implementing proactive measures, they aim to curb the escalating trend of kidney stones in younger individuals.

The increasing incidence of kidney stones among children and teenagers is a cause for concern in the medical community. The interplay of dietary

habits, antibiotic use, and climate change appears to be contributing to this concerning trend. Timely detection, preventive measures, and ongoing research are critical to addressing the issue effectively. By understanding the factors involved, healthcare professionals hope to safeguard the health and well-being of the younger generation and mitigate the long-term impact of kidney stones.

Source: The information and data presented in this article have been sourced from NBC News.



UAE Hosts First-Ever One Health Conference in MEA

Dubai's One Health Conference, held on June 23rd and 24th, 2023, proved groundbreaking in the global health landscape. Chaired by Professor Yahia Chebloune, the conference aimed to address the links between public health, animal health, plant health, and environmental quality through a unified approach.

Under the patronage of Sheikh Nahyan bin Mubarak Al Nahyan, Minister of

Tolerance and Coexistence, the conference brought together experts and researchers to discuss the comprehensive health initiative's implementation in Arab countries in the Middle East and North Africa.

Professor Yahia Chebloune emphasized the urgent need for Arab countries' participation in the initiative, highlighting the lessons learned from the COVID-19 pandemic regarding infectious diseases and global health preparedness.

Dr. Maryam Matar, the founder and president of the Sheikh Zayed Centre for Genetic Research, stressed the significance of the genetic axis in disease prevention and control. Discussions at the conference revolved around early and accurate disease detection, considering the genetic component of bacteria and germs and the impact of genetic diversity on disease susceptibility and treatment responsiveness.

The conference's success was evident in fostering active interaction and cooperation between different sectors for disease prevention and control. It marked the beginning of an annual event, promising to advance the One Health concept and its implementation worldwide.

Tackling Childhood and Maternal Obesity: Life Healthcare Group's CME Insights



Experts gathered at the Continuing Medical Education (CME) conference organized by Life Healthcare Group to address the growing concerns of obesity among residents, especially children and pregnant women. Dr. Nasreen Chidhara Pari, a Specialist in Pediatrics, highlighted that childhood obesity has increased from 12% to 17.4% in the UAE between 2018 and 2022, leading to preventable health risks.

The conference, attended by over 250 professionals, focused on lifestyle diseases, particularly childhood obesity and diabetes. Mr. Jayan K, CEO of Life Medical Centers and Clinics, emphasized the importance of such events in fostering knowledge exchange & empowering the medical community.

Lifestyle disorders were identified as a significant

factor affecting an individual's health, with conditions like metabolic disorders, cardiovascular diseases, and hypertension stemming from unhealthy lifestyle choices.

The event featured esteemed doctors from different Life Medical Centers in the UAE, sharing their expertise in various disciplines and emphasizing the need for comprehensive strategies to address lifestyle diseases. Dr. Nidaa Khan, Specialist Obstetrics and Gynaecology, highlighted the prevalence of obesity among pregnant women and the importance of long-term strategies for management.

Dr. Mohammed Salman Khan, General Practitioner, discussed the rise of diabetes due to unhealthy lifestyle choices and emphasized early identification for necessary lifestyle modifications.

Life Healthcare Group remains committed to combating lifestyle diseases and plans to continue organizing CME conferences in the future to equip healthcare providers in tackling this global health crisis.



Gulf Medical University Unveils Healthcare Innovations at Industry Partners Meet

Gulf Medical University (GMU) recently hosted an Industry Partners Meet on July 5th, 2023, at Grand Hyatt in Dubai, emphasizing the importance of research activities and innovation in healthcare. The event aimed to enhance career prospects for health professions students and foster collaboration between academia and the business world.

Dr. Thumbay Moideen, Founder President of Thumbay Group, unveiled two pioneering initiatives during the event: the Thumbay Institute/College of Artificial Intelligence and Technology in Healthcare and the Thumbay Healthcare Incubator Centre. These initiatives will revolutionize healthcare

practices and empower students to implement advanced healthcare technologies.

The meet also focused on facilitating internship opportunities for students and bridging the gap between academia and industry. Eminent representatives from diverse sectors actively engaged in discussions with faculty and students of GMU, seeking avenues for meaningful collaborations. The event showcased various student-centric initiatives, such as scholarships, training programs, job placements, and research collaborations, to enhance students' career prospects in the healthcare sector.

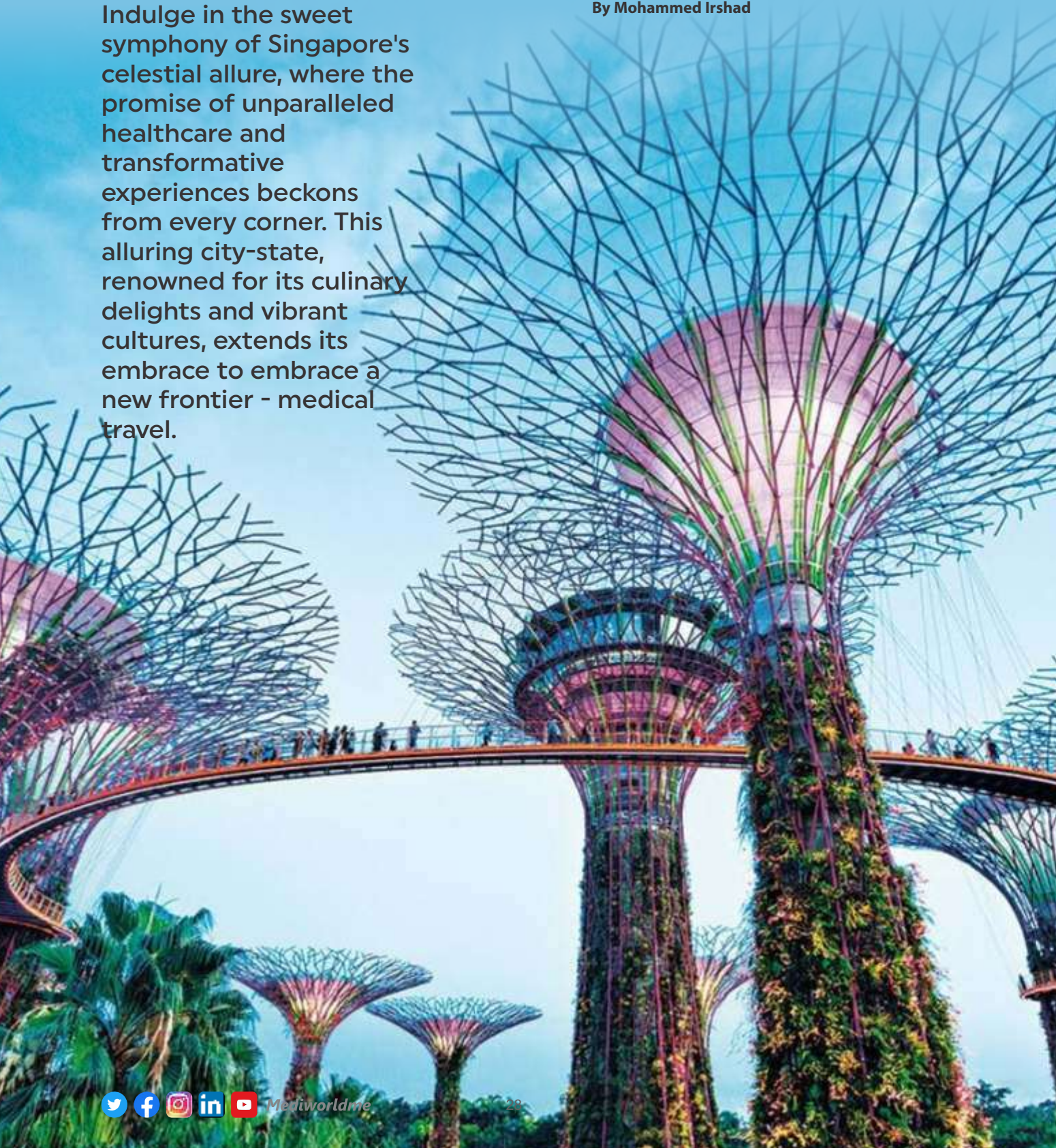
Professor Hossam Hamdy, Chancellor of Gulf Medical University, expressed the university's dedication to providing a cutting-edge learning experience and becoming a hub for excellence in healthcare education. The Industry Partner Meet concluded on a promising note, with participants expressing their eagerness to collaborate further and support GMU's mission of producing skilled professionals who can address the challenges of a rapidly evolving world.

Enchanting Singapore:

A Majestic Oasis of Healing and Discovery

By Mohammed Irshad

Indulge in the sweet symphony of Singapore's celestial allure, where the promise of unparalleled healthcare and transformative experiences beckons from every corner. This alluring city-state, renowned for its culinary delights and vibrant cultures, extends its embrace to embrace a new frontier - medical travel.



As travelers flock to witness the mesmerizing Marina Bay Sands, explore the lush Singapore Zoo, and revel in the beauty of Gardens by the Bay, they discover a celestial destination that goes beyond enchanting sights. Singapore now shines as a beacon in the realm of cutting-edge patient care, attracting seekers of health and rejuvenation from across the globe. Step into this tantalizing paradise, where the magic of medicine meets the wonders of the world and embark on a celestial journey that transcends borders and transforms lives.



In the sacred domain of medical tourism, Singapore reigns supreme, securing a remarkable second position worldwide, just shy of Canada, in the prestigious 2020-2021 Medical Tourism Index. This triumph is no surprise, as Singapore has opened its arms to over half a million international patients, embracing them with exceptional expertise in areas like cancer treatment, complex orthopedic procedures, and groundbreaking heart surgeries.

Ascending to Healthcare Excellence

The transformation of Singapore's healthcare landscape over the past two decades is nothing short of miraculous. Once hailed as the sixth-best healthcare system in the world and the finest in Asia by the World Health Organization in 2000, Singapore has since soared to celestial heights. Embracing state-of-the-art medical technology, the country pioneers' complex surgeries and pushes the boundaries of medical research, placing it on the throne of healthcare excellence.

Among the crown jewels of Singapore's medical landscape is the National Cancer Center, a beacon of hope for cancer patients across the region. Here, cutting-edge treatment techniques, surgical interventions, and revolutionary therapies like stem cell treatments weave miracles for even the most intricate diseases. Meanwhile, the National University Hospital reigns as a global leader in complex cardiac and orthopedic treatments, where patients from all corners of the globe seek the touch of the world's best-trained doctors.

Singapore's ascent to the summit of medical glory is not without its alliances.



Strategic partnerships with global leaders, including prestigious institutions like Duke University and Johns Hopkins University, bolster the country's research capacity, elevate educational opportunities, and infuse its healthcare with global best practices. Among the stars shining brightly in this constellation of collaboration is the Johns Hopkins Singapore International Medical Center, a celestial cancer center drawing over 1,400 new patients from the Asia-Pacific and Middle East regions, with a considerable number hailing from the United Arab Emirates, enchanted by its magical healing touch.

Dance through Singapore's medical paradise, and you'll discover other rising stars, emerging as global centers of excellence. The National Skin Center, National Heart Center Singapore, and Mount Elizabeth Hospital adorn Singapore's heavenly landscape, each renowned as a leading multi-organ transplant center.

A Celestial Haven of Safety and Affordability

While Singapore's medical prowess dazzles, its unyielding commitment to patient safety is a beacon of hope in a world grappling with the echoes of a pandemic. Defying the odds, Singapore emerged victorious in the face of the COVID-19 crisis, orchestrating a symphony of resource allocation and disease surveillance that secured a remarkably low death rate while keeping the wheels of its economy turning. As a testament to its triumph, Singapore ascended to the top of Bloomberg's COVID-19 resilience ranking, exemplifying an unwavering devotion to public health and safety.

Safety, the guiding star of the post-pandemic era, propels Singapore to even greater heights in the hallowed realm of medical tourism. Remodeling its international patient program, Singapore forges global partnerships with health payers and insurers, crafting a celestial experience that caters to the diverse needs of international patients from every cultural background.

However, it is not only the celestial patient experience that attracts celestial travelers to Singapore's medical utopia. Fortune smiles upon health payers and insurers, as they venture to Singapore in pursuit of first-rate healthcare at a fraction of the cost in other advanced nations. The allure of cost savings exceeds the imagination, with knee replacement surgery that costs a princely sum in the United States available at a fraction of the price in Singapore. Heart bypass

procedures, once considered financially unattainable, become an enchanting reality, accessible to all who seek them in Singapore's empyreal embrace.

Transforming Healthcare Beyond Borders

A harmonious symphony of cost savings, unparalleled quality of care, and an ethereal patient experience strikes a mesmerizing chord, prompting employers and insurers in the United States to join the celestial dance of direct contracting. By forging ethereal alliances with renowned health facilities in Singapore, they orchestrate an enchanting journey for hundreds of thousands of U.S. patients seeking affordable, transcendent care.

Singapore, the crown jewel of Asian tourism, now shines even brighter as a celestial leader in medicine. With international partnerships and accreditations that grace its medical institutions with global acclaim, Singapore reigns as a true wonder of medical tourism. Its commitment to extraordinary cost savings, exceptional patient experiences, and paramount patient safety makes it a celestial destination that commands the attention and admiration of all who seek healing and discovery.

Step into the celestial oasis of Singapore's medical travel industry and discover a realm where miracles unfold, where the boundaries of healthcare are pushed beyond the stars, and where the majesty of medicine meets the wonders of the world. Singapore awaits, a resplendent destination where hope, healing, and transformation await those who dare to dream beyond the ordinary.



“While aspartame is considered safe within acceptable daily intake levels, some individuals may experience sensitivity or intolerance to it, leading to certain symptoms. These symptoms can vary from person to person and may include headaches, gastrointestinal issues, allergic reactions, and neurological symptoms. However, it's essential to note that these symptoms are relatively rare, and the vast majority of people can consume aspartame without experiencing any adverse effects.”

Prof. Humaid Al-Shamsi, Director of Oncology Services Burjeel Holding UAE, and President of Emirates Oncology Society.

The health impacts of aspartame, an artificial sweetener widely used in various food and beverage products since the 1980s, have become a subject of intense scrutiny and scientific evaluation. Recently, the International Agency for Research on Cancer (IARC) and the World Health Organization (WHO) in conjunction with the Food and Agriculture Organization (FAO) Joint Expert Committee on Food Additives (JECFA) released assessments on the safety of aspartame and its potential association with cancer. The findings of these evaluations have sparked discussions and raised questions about the potential risks of consuming this widely used sweetener.

Aspartame has been a key component in a multitude of products, ranging from diet drinks and chewing

Decoding Aspartame:

Prof. Humaid Al-Shamsi's Insights on Aspartame's Safety and Facts

gum to dairy products and medications. However, concerns have been raised over its potential carcinogenicity and other health risks. The IARC's evaluation has classified aspartame as "possibly carcinogenic to humans" (Group 2B) based on limited evidence for cancer in humans, particularly hepatocellular carcinoma, a type of liver cancer. Additionally, there were indications of limited evidence for cancer in experimental animals and potential mechanisms for causing cancer.

In light of these recent assessments, Mediworld ME had the unique opportunity to sit down with **Prof. Humaid Al-Shamsi, Director of Oncology Services Burjeel Holding UAE, and President of Emirates Oncology Society. As an expert in the field of oncology, Prof. Al Shamsi shared his valuable insights and perspectives on the implications of the report.**

One of the most pressing questions is whether aspartame is harmful to us. Professor Al Shamsi emphasizes that aspartame has undergone extensive safety studies and is considered safe for consumption by regulatory authorities such as the U.S. Food and Drug Administration (FDA) and the European Food Safety Authority (EFSA) within acceptable daily intake levels. However, he cautions that some individuals may have sensitivity or intolerance to aspartame, and they should avoid consuming it. To protect oneself from any potential risks associated with aspartame or any other food additive, Professor Al Shamsi advises a few key measures. Firstly, moderation is crucial - consuming any food additive, including aspartame, in moderation allows for a diverse diet and minimizes the risk of excessive exposure to a particular substance.

The acceptable daily intake of aspartame is set by regulatory authorities at 50 milligrams per kilogram of body weight (mg/kg/day) in the United States and the European Union. For instance, a person weighing 70 kilograms would have an acceptable daily intake of 3,500 mg per day. Considering that a 355ml can of diet drink contains around 200mg of aspartame, an individual would need to consume more than 9-14 cans per day to exceed the acceptable daily intake. Therefore, sticking to the recommended limits is vital.

Another essential precaution is to read labels carefully. Aspartame is commonly used in various low-calorie or sugar-free foods and beverages, so checking ingredient labels can help make informed choices about its consumption. Additionally, consulting a healthcare professional is advisable if one has concerns about aspartame or any other food additive. A healthcare professional can provide personalized advice based on specific health conditions, dietary needs, and potential sensitivities.

For those who prefer to avoid artificial sweeteners altogether, Professor Al Shamsi suggests exploring natural sweeteners like stevia, monk fruit extract, or erythritol. These natural alternatives offer a lower-calorie option to sugar without the use of artificial additives.

Next, we delved into the uses of aspartame and the types of drinks and foods in which it is commonly found. Aspartame is primarily used as a low-calorie artificial sweetener in a wide range of food and beverage products. It provides sweetness without adding significant calories, making it popular in products targeted towards individuals looking to reduce their sugar intake or manage their weight. Some of the common uses include carbonated beverages, powdered drink mixes, sugar-free or low-calorie desserts, sugar-free chewing gum, yogurts, and dairy products. Aspartame is also available as a tabletop sweetener for use in coffee, tea, or other beverages.

Moving on to potential symptoms associated with aspartame

consumption, Professor Al Shamsi explains that while aspartame is considered safe within acceptable daily intake levels, some individuals may experience sensitivity or intolerance to it, leading to certain symptoms. These symptoms can vary from person to person and may include headaches, gastrointestinal issues, allergic reactions, and neurological symptoms. However, it's essential to note that these symptoms are relatively rare, and the vast majority of people can consume aspartame without experiencing any adverse effects.

Finally, we touched upon the question of what makes aspartame carcinogenic and the safe alternatives available. Professor Al Shamsi clarifies that regulatory authorities and scientific organizations consider aspartame safe for consumption when consumed within the established acceptable daily intake levels. However, it is important to continue researching its potential association with cancer and other health effects. For those seeking alternatives to aspartame, options such as stevia, monk fruit extract, erythritol, xylitol, and sucralose are available. The choice of sweetener alternative should consider personal preferences, dietary needs, and any specific health conditions one may have. Moderation and professional advice are always recommended when incorporating sweeteners into one's diet.



Ladival



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Postdoctoral Research Fellow

Cell and Molecular Biologist

Space Gravity: "A Space of Hope".

intricacies is crucial for advancing our knowledge of space biology and ensuring the well-being of astronauts during extended space voyages.

Identifying the microgravity triggering mechanisms induced at the cellular and molecular levels will not only help better health management up in space but will also help us gain new insights into how we can use such "naturally found-zero gravity" in revealing new opportunities to help to establish novel therapeutic strategies to different Human diseases. I would say, this could be the gate to manage space-health inherited obstacles.

Microgravity as a desirable place for conducting biological science:

Different molecular-based research studies are using microgravity as a novel strategy that may serve as a complementary tool to develop future therapies against different diseases, including cancer. There is a broad selection of microgravity platforms and clinostat systems that have been developed to serve a particular scientific objective. These include 1-, 2-, and 3D clinostat systems, random positioning machines equipped with slide flasks (mainly for thyroid cancer cells), NASA-developed rotating wall vessels, and others. Some are designed to cultivate adherent cells and some others are meant for suspension (non-adherent) cells.

Some platforms are also used for online measurements of kinetic responses. 3D cell models could be introduced into such platforms. This allows scientists to study all the molecular markers and the way cells change in response to orbit conditions. So, scientists see it as a test bed.

The bright side of microgravity:

Despite the undeniable health challenges posed by space gravity exposure, the microgravity environment has proven to be a unique opportunity for researchers to delve into biophysical mechanisms. This has led to groundbreaking discoveries in therapeutics for various disease conditions, including neurodegenerative disorders, immunotherapies, and potentially more effective and precise anti-cancer treatments.

Conventionally, scientific investigations into the effects of variables on living organisms involve their removal or the inhibition of the organism's ability to sense them. Microgravity-related studies, however, elevate this exploration to an advanced level. While we are surrounded by gravity here on Earth, we often overlook its potential as a powerful tool to maintain optimal health at 1G, our natural gravitational force.

During a research project focused on studying the impact of microgravity on Lung cancer progression, I had the privilege of witnessing a remarkable finding. The study revealed that microgravity may lead to a reduced metastatic potential in Lung cancer by downregulating oncogenic markers and upregulating tumor-suppressing genes. Could we dare to call this "A SPACE of HOPE"? It truly opens exciting possibilities for using artificial gravity to improve lifestyle changes and address pathologies caused by various injuries, mirroring the consideration given to astronauts in space. I find great satisfaction in knowing that the United Arab Emirates is actively promoting smart space shuttle experiments and research endeavors in the zero-gravity environment.

The surge in space missions aimed at reaching Mars and other distant planets has opened new frontiers of scientific research, particularly in the field of Space Biology. Such interest aims to build a better understanding of how the space environment affects the entire living system.

In recent times, Space Biology, particularly in the context of "zero-gravity" or "Microgravity," has emerged as a captivating and highly relevant scientific field. Extensive documentation confirms that space gravity significantly influences human biological processes, leading to profound effects on our physiology, including muscle atrophy, bone density loss, immune dysfunction, cardiac deconditioning, and endocrine disorders. These physiological changes can pose significant health challenges during long-term space missions.

However, what remains less explored is our understanding of the pathophysiological interferences occurring at the cellular level due to space gravity. Unravelling these



Highlighting the Importance of Synthetic Data in the Healthcare Sector

By Rahul Yadav
CTO, Milestone Systems

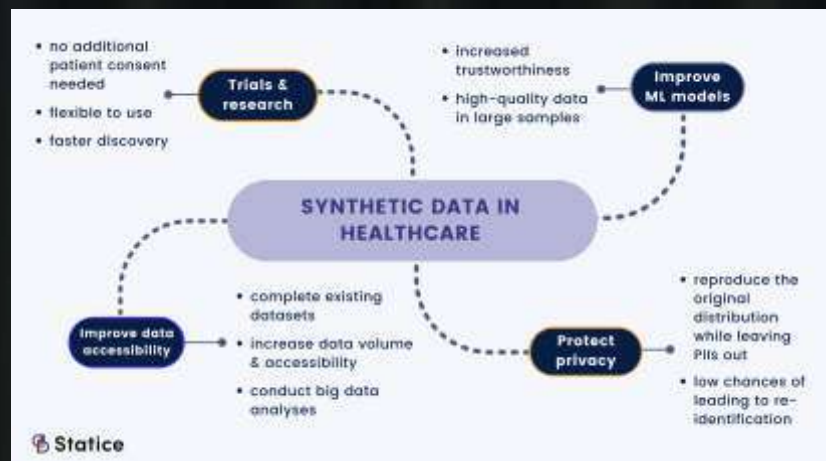
Synthetic data, which refers to artificially generated data containing computer-generated information, offers a promising solution to address the training data scarcity issue. It allows researchers and developers to create diverse datasets that closely mimic real-world scenarios.

Synthetic Data is a method used to generate data that retains the characteristics of real-world details without compromising the privacy of individuals in the sample videos.

In recent years, the healthcare sector has witnessed remarkable advancements in artificial intelligence (AI) and machine learning (ML) technologies. These technologies can potentially revolutionise patient care, diagnostics, and treatment planning. One challenge that impedes the progress of AI and ML projects in healthcare is the need for large amounts of accurately labelled data to train these solutions. This is where synthetic data has an important role to play.

Synthetic data, which refers to artificially generated data containing computer-generated information, offers a promising solution to address the training data scarcity issue. It allows researchers and developers to create diverse datasets that closely mimic real-world scenarios. Synthetic Data is a method used to generate data that retains the characteristics of real-world details without compromising the privacy of individuals in the sample videos.

Moreover, synthetic data provides complete control over the amount of data, scenarios, and environments included in the dataset. This eliminates the reliance on too few sources, which can result in biased information and inaccurate results. With synthetic data,



researchers can generate vast datasets by altering various elements such as camera angles, lighting conditions, or even the physical characteristics of objects or patients. This versatility ensures a reduction in potential biases, making them more reliable in real-world applications.

Advanced tools, such as the Unreal Engine, a video game graphics tool recognised for producing realistic 3D visuals, can generate synthetic data for training healthcare solutions. The Unreal Engine uses graphics and physics engines to mimic scenes and real-world object interactions. Developers can use this technology to construct incredibly realistic environments where animated 3D objects and characters carry out diverse tasks. This makes it possible to create an almost endless synthetic dataset, each catering to specific use cases and circumstances.

The use of synthetic data offers significant cost savings. Traditional methods of acquiring and labelling real-world data can be expensive and time-consuming, requiring domain experts. Synthetic data eliminates the need for costly experts by automating the labelling process. As everything is simulated within the Unreal Engine, researchers can generate labelled datasets efficiently.

In the healthcare sector, synthetic data holds tremendous potential for various applications. It can be employed to train AI models, patient monitoring systems, predictive analytics, and more. By leveraging synthetic data, companies developing solutions for healthcare organisations can overcome the limitations of data scarcity, privacy concerns, and cost constraints, thereby accelerating the development and deployment of AI solutions for improved patient outcomes.

Ensuring AI solutions' effectiveness, accuracy, and fairness requires a comprehensive strategy. This involves incorporating artificial data and implementing Model Operations (ModelOps) to enable ongoing monitoring throughout the entire life cycle of an AI solution. Adopting the ModelOps approach involved steering away from the traditional mindset of developing, deploying, and leaving the solution. Instead, ModelOps emphasises continuous monitoring, retraining, or replacement of the AI solution as needed. This process allows us to identify and address any unintended outcomes or side effects that may surface during real-world implementation. Healthcare organisations can leverage ModelOps to enhance the precision and fairness of the model, instilling greater confidence and dependability in AI-driven healthcare systems.

Synthetic data emerges as a crucial enabler of progress in the healthcare sector's AI and ML applications. Healthcare organisations can effectively address data scarcity, privacy concerns, and cost limitations by leveraging synthetic data while training AI models. Combining synthetic data and ModelOps ensures improved performance, accuracy, and fairness of AI solutions throughout their lifecycle. As the healthcare industry continues to embrace the potential of AI, synthetic data will play a pivotal role in driving innovation, enhancing patient care, and advancing medical research.



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Pharma.Aero Welcomes Five New Partners to Drive Innovations in Healthcare Supply Chain

Belgium: Pharma.Aero, a leading cross-industry collaboration platform consisting of over 60 healthcare stakeholders, has announced the addition of five new members to its global community. Saudia Cargo, SAL Saudi Logistics, Hellmann, QProducts, and VEXSL have joined the platform to foster advancements in the life sciences supply chain.

Trevor Caswell, Chairman of Pharma.Aero, expressed enthusiasm for the diverse expertise brought by the new partners. He highlighted their crucial role in addressing industry challenges and enhancing end-to-end visibility for life science and MedTech products.



Saudia Cargo, known for its dynamic fleet and global reach, aims to expand its pharmaceutical transportation network through this partnership. SAL, a leading logistics provider in Saudi Arabia, sees the collaboration as an opportunity for knowledge sharing and transformation in the logistics sector.

Hellmann Worldwide Logistics, with its specialized healthcare airfreight network, seeks to contribute to positive changes in the industry. QProducts & Services, a thermal protection innovator, will address temperature, sustainability, and visibility challenges faced by the healthcare sector.

VEXSL, a veteran-owned secure shipping business, brings blockchain-based supply chain visibility to the partnership.

Pharma.Aero continues to be at the forefront of industry thought leadership, driving cutting-edge projects and fueling tomorrow's life science and MedTech logistics strategies.



KFSH&RC and MIT Jameel Clinic Collaborate on Clinical AI in Healthcare

Riyadh: King Faisal Specialist Hospital & Research Centre (KFSH&RC) and MIT Jameel Clinic have joined forces to advance clinical artificial intelligence (AI) research, with a focus on enhancing patient care and reducing healthcare costs.

The collaboration between KFSH&RC and MIT Jameel Clinic aims to develop and implement advanced AI tools for specific clinical contexts. Their shared expertise will ensure seamless integration of AI tools into diverse healthcare

settings, optimizing their clinical effectiveness.

Additionally, the partnership will involve testing AI tools across diverse patient populations, with the goal of achieving equitable health outcomes for all individuals. Continuous feedback and evaluation will be used to refine the development of AI tools, ensuring their safety and ability to deliver high-quality patient care.

Fotini Christia, Director of the Sociotechnical Systems Research Center at MIT, highlighted the potential impact of clinical AI on revolutionizing healthcare, emphasizing that the collaboration could make a real difference in patients' lives.

Through this joint effort, KFSH&RC and MIT Jameel Clinic seek to usher in a new era of healthcare, characterized by improved patient outcomes and increased accessibility to high-quality care.

Medcare Orthopaedics & Spine Hospital Performs Life-Saving Surgery on Child with Rare Disease

Dubai: A groundbreaking medical achievement occurred at Medcare Orthopaedics and Spine Hospital in Dubai, where a four-year-old UK national girl with Moyamoya disease (MMD), a rare cerebrovascular disorder, underwent life-saving surgery. The child's condition was critical due to significant narrowing of both carotid arteries, with one artery blocked over 90%.

Dr. Gopalakrishnan CV, Consultant and Head of Neurosurgery and Spine Surgery, and his team successfully performed the first-of-its-kind surgery in the UAE, using the innovative EDAMS technique for indirect revascularization. This approach provided multiple sources for restoring blood flow, eliminating the need for treatment abroad.

Moyamoya disease progressively narrows the internal carotid artery, impacting the brain's blood supply. While medication offers initial relief, surgical intervention becomes necessary in severe cases.

The patient experienced transient ischemic attacks, leading to slurred speech, facial asymmetry, and arm weakness. MRI and MR angiogram confirmed severe narrowing in both carotid arteries, characteristic of Moyamoya disease.

Considering the severity, the medical team opted for the EDAMS procedure, creating new blood vessels on the brain's surface using the superficial temporal artery's branches and a temporalis muscle flap. This innovative technique, along with cranial holes, improved collateral blood flow.

Dr. Gopalakrishnan highlighted the achievement's significance, as EDAMS was not commonly practiced in the UAE until now, prompting patients to seek treatment abroad. This success represents a remarkable advancement in medical science and technology for the UAE.

The child's mother expressed profound gratitude for the expert care and dedication of the medical team. Thanks to their skilled intervention, her daughter's life was saved,



promising a brighter future.

Dr. Gopalakrishnan confirmed the patient's return to a healthy, normal life during the last follow-up visit. This milestone marks a turning point in UAE healthcare, assuring parents that critical medical treatments are available locally.



Bahrain: The Royal College of Physicians of Ireland (RCPI) has inaugurated a state-of-the-art clinical examination centre at the Crown Prince Centre for Training and Medical Research in Bahrain. This strategic move comes in response to the soaring demand for highly qualified medical professionals in the Middle East, driven by factors like an aging population and the increasing prevalence of chronic diseases. Healthcare spending in the GCC is expected to

RCPI Strengthens Presence in the Middle East with New Examination Centre in Bahrain

reach \$135.5 billion in 2027, with Bahrain projected to experience a CAGR of 6.1%.

The new examination centre reinforces RCPI's commitment to advancing medical education and providing exceptional postgraduate training opportunities. By establishing a presence in Bahrain, RCPI aims to cater to the growing need for skilled medical personnel across the Gulf region. Successful candidates will be conferred as Members of the Royal College of Physicians of Ireland, gaining recognition, and enhancing their employability worldwide.

RCPI's expansion in Bahrain represents a significant milestone, fostering collaboration between Ireland and Bahrain in the medical field. The centre will serve as a hub for aspiring doctors, equipping them with valuable skills and knowledge within the global medical community. Applications for the upcoming examination will open on September 13, with the examination scheduled for December 8 and 9.

CharmHealth Launches 2023 Innovation Challenge to Propel Healthcare Advancements

California: CharmHealth, a leading healthcare technology solutions provider, has unveiled the 2023 Innovation Challenge, offering a platform for digital health thought leaders to present groundbreaking ideas that address pressing healthcare issues.

The challenge calls for proposals that tackle the most significant challenges faced by healthcare providers, patients, and organizations. Among the submissions, 15 finalists will be selected to attend Pitch Day, taking place at Asilomar Conference Center in Monterey, California, on Sept. 2-3, 2023, with CharmHealth covering accommodation and meal costs for the short-listed candidates.

Unique to this competition, the CharmHealth Innovation Challenge focuses specifically on digital health and EHR domain startups. The winners will not only receive funding and



mentorship but also gain access to a comprehensive support ecosystem, including connections to potential clients, users, and partners in the healthcare industry.

Entrepreneurs and innovators are encouraged to submit their disruptive ideas within six focus areas, such as Telehealth, Digital Therapeutics, and Disease Management. Winners will have the opportunity to integrate their solutions with CharmHealth's platform, gaining market access and exposure to a broad customer base.



14th Annual Emirates Cardiac Society Conference
November 24-26, 2023
Intercontinental Hotel, Festival City
Dubai, UAE





STAT Health Launches Groundbreaking In-Ear Wearable to Measure Blood Flow

Daniel Lee, co-founder of STAT Health and a seasoned entrepreneur in in-ear device development, believes the wearable will significantly improve the quality of life for the target population.

STAT Health, a US-based digital health company, has unveiled a revolutionary 24/7 in-ear wearable that measures blood flow to the head, providing valuable insights into conditions that manifest when standing. The breakthrough technology is the world's smallest wearable and targets symptoms like dizziness, headaches, brain fog, fainting, and fatigue, commonly associated with conditions affecting blood flow upon standing, such as long Covid, postural orthostatic tachycardia syndrome, and myalgic encephalomyelitis/chronic fatigue syndrome, impacting over 13 million Americans.

Clinically tested at Johns Hopkins and peer-reviewed in the Journal of the American College of Cardiology, the STAT in Ear 2 wearable can predict fainting episodes minutes before they occur. Its innovative design allows compatibility with over 90% of ear-worn devices and allows users to wear it while sleeping and showering, ensuring continuous monitoring without interruptions.

Daniel Lee, co-founder of STAT Health and a seasoned entrepreneur in in-ear device development, believes the wearable will significantly improve the quality of life for the target population. He emphasizes that the product encourages patients to stand and remain upright as part of rehabilitation. However, he warns against overexertion in cases where inadequate blood flow to the brain might trigger flare-ups.

Incorporating advanced optical sensors, AI-edge computing, and a micro solar panel, the device offers heart rate, blood pressure trend analysis, and insights into blood flow to the head upon standing through a companion app. While the current device is classified as a general wellness product and not FDA-approved, STAT Health is working on clinical validations and plans to seek FDA approval for future products. The company has garnered \$5.1 million in seed funding from notable investors like J2 Ventures and BonAngels Venture Partners, and it has received grant funding from the US Air Force. The STAT in Ear 2 represents a groundbreaking leap in wearable technology, empowering users with unprecedented knowledge about their health and well-being.

UPCOMING EVENTS



Medlab Asia & Asia Health

16-18 August
Bangkok



Next Generation Dx Summit 2023

21-23 August
USA



ARABLAB

19-21 September
Dubai, UAE



Annual MENA Women's Health Congress (MWHC)

19-21 September
Dubai, UAE



Africa Health 2023

17-19 October
Johannesburg



VISION-X DUBAI

17-19 October
Dubai, UAE



Gcc Pharmacy Congress

27-28 October
Dubai, UAE



Global Health Exhibition

29-31 October
Saudi Arabia

JULY 28 IS

**WORLD
HEPATITIS
DAY**





Kenneth Kabagambe
Executive Director, The National Organisation for People Living with Hepatitis B
Founder - Africa Hepatitis Initiative

Viral hepatitis has been neglected for long, yet effective tools are in place to address this silent but louder killer. This World Hepatitis Day, I remind all the global partners in health that hepatitis is responsible for over 1.1 million deaths annually and by investing in hepatitis we can prevent these deaths.



Raouf Hajji, MD, PhD.
Assistant Professor of Internal Medicine, Medicine Faculty of Sousse, Tunisia
Co-founder and Medical Leader of the International Medical Community (IMC), Rome, Italy

28th July every year, we celebrate World Hepatitis Day to raise awareness about preventable and treatable diseases killing more than 1.1 million people worldwide every year, most of them from Low and middle-income countries.

As a physician, researcher, and academician, I call for global action with financial, political, and strategic commitments to eliminate viral hepatitis, the seventh leading cause of mortality worldwide, by 2030.

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