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Middle East



Feature

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Natural Disasters: A Wake-Up Call for Global Healthcare Preparedness

In the wake of recent natural disasters in Morocco and Libya, the world must confront the pressing issue of healthcare accessibility during times of crisis. The catastrophic earthquake that struck Morocco's High Atlas mountains, measuring 6.8 on the Richter scale, and the devastating flooding in Libya have left a trail of destruction, with thousands of lives lost, countless injured, and widespread displacement.

As we reflect on these tragic events, it becomes evident that natural disasters can have profound repercussions on healthcare systems, exacerbating the already critical issue of healthcare accessibility. The February 2023 earthquake in Turkey and Syria, the March 2023 floods in Australia, and the June 2023 wildfires in California serve as poignant reminders of how fragile our healthcare infrastructure can be when faced with the fury of nature.

The immediate consequences of these disasters are undeniable – death, injuries, fractures, shock, wounds, and mental health trauma. However, the long-term impacts are equally concerning, particularly in terms of healthcare. Patients with non-communicable diseases, children, and pregnant women are deprived of access to healthcare and essential medications. The supply chain is disrupted, further straining already stretched healthcare systems.

International aid agencies have admirably responded to the crises in Morocco and Libya, but the timing and scale of these disasters have stretched their finances and capacities to the limit. The urgent need for humanitarian assistance in both regions underscores the importance of a coordinated global effort to address healthcare accessibility in disaster-prone areas.

It is important to acknowledge that data on healthcare sector losses due to natural disasters can be incomplete and delayed. Assessing the full extent of damage takes time, which underscores the need for a proactive rather than reactive approach to disaster preparedness.

In conclusion, the recent disasters in Morocco and Libya serve as harrowing reminders of the vulnerability of our healthcare systems in the face of nature's fury. As we mourn the lives lost and strive to aid those affected, let us commit to a future where healthcare accessibility during crises is a priority. Our world must unite to ensure that healthcare volunteers and resources can rapidly reach disaster victims, minimizing the devastating impact of natural disasters on human lives and well-being.

Mohammed Irshad
Editor



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Transforming Healthcare and Education:

Dr. Thumbay Moideen's Journey from Vision to Global Success

By Mohammed Irshad



"If Money is lost, nothing is lost; if Health is lost, something is lost; and if Character is lost, then everything is lost"



Dr. Thumbay Moideen

"I believe in addressing real needs with innovative solutions. Be passionate, persistent, and adaptable in pursuing your goals. Embrace challenges as opportunities for growth, and always be open to learning from failures. With determination and a customer-centric approach, you can carve your path to success and leave a lasting impact on the world."

Dr. Thumbay Moideen
 Founder and President, Thumbay Group

Meet the visionary entrepreneur and driving force behind the remarkable success of Thumbay Group, Dr. Thumbay Moideen. Widely recognized as one of the UAE's most inspiring success stories, his journey from a chance meeting decades ago to building a vast and expanding business conglomerate is a testament to his determination and dynamic leadership.

Hailing from Mangalore and being born into a family of entrepreneurs, His entrepreneurial spirit runs deep. In 1998, he made history as the first Indian to be invited by the Rulers of Ajman to establish a medical college in the UAE. This pioneering initiative marked the beginning of his trailblazing contributions to the fields of higher education and healthcare in the country.

Driven by a passion to make a positive impact, He set up the country's first private medical college, offering programs to students of all nationalities. Additionally, He introduced the first private teaching hospital in the UAE, revolutionizing the healthcare landscape and making quality healthcare accessible to all.

With a remarkable vision and unwavering determination, He has transformed Thumbay Group into a diversified and expanding business conglomerate. His accomplishments and dedication have earned him widespread recognition as a leading figure in the region.

In an exclusive interview, the esteemed team at **Mediworld ME** had the privilege of sitting down with Dr. Thumbay Moideen. Join us as we delve into the extraordinary journey of this visionary entrepreneur and the outstanding achievements of Thumbay Group. Gain firsthand insights and candid conversations, as we share unique perspectives from our interview, shedding light on his relentless pursuit of excellence in education and healthcare. Hear directly from Dr. Moideen as he shares his thoughts, inspirations, and aspirations for the future of Thumbay Group.

Congratulations on completing 25 successful years in the UAE market! How do you plan to celebrate this momentous achievement, and to whom will you dedicate the wonderful journey of Thumbay Group?

Thank You. As Thumbay Group completes 25 years of operations in the United Arab Emirates, this momentous milestone is a testament to the kindness and blessings of the Almighty. We are immensely grateful for the unwavering support we received from the government, with multiple ministries and local Sheikhs wholeheartedly backing our business endeavors.

However, our success would not have been possible without the dedication and commitment of our exceptional team. Their passion for the business has been instrumental in driving us forward and achieving remarkable growth over the years.

As we celebrate this momentous achievement, we dedicate this wonderful journey of Thumbay Group to all our stakeholders - our team members, customers, partners, and the community at large. Their unwavering trust and support have been the driving force behind our success.

Looking ahead, we are eager to expand our global presence, with a particular focus on launching more universities and healthcare facilities outside of the UAE. This next phase of growth holds exciting opportunities, and we are committed to continuing our journey of making a positive impact on people's lives through quality education and healthcare services. Together, we envision a future of boundless possibilities, where Thumbay Group continues to thrive and leave a lasting legacy in the global arena.

We would love to hear about your incredible journey from India to becoming a prominent business tycoon, adorned with multiple international awards and recognition, and earning a spot on the GCC's list of the 50 richest Indians.

Reflecting on the journey since Thumbay Group's establishment in 1997 fills me with immense pride for the values we have instilled, the aspirations we have achieved, and the group's remarkable accomplishments. What began as the first private Medical College has evolved into a well-established name in diverse sectors such as medical education, healthcare, research, laboratory, pharmacy, and various hospitality businesses, including health clubs, coffee shops, optical shops, and flower shops. Today, the group boasts over 110 touchpoints across seven emirates and collaborates with more than 70 institutions worldwide.

This journey has been characterized by courage, conviction, and daring to dream big. Overcoming hurdles, I forged ahead with an unwavering determination to realize my business plans. My passion for what I do has been a driving force, enabling the Thumbay Group to achieve a global presence and thrive in the face of challenges. The journey has been a testament to the power of perseverance and the joy of pursuing one's dreams.

What inspired your visionary approach to creating a diversified portfolio spanning real estate to healthcare, as reflected in your motivational vision statement "Growth through Innovation"?

At Thumbay Group, we firmly believe that "innovation is the key driver of growth," and it has been the cornerstone of our business practices since our inception in 1997. Our commitment to setting new standards in innovation is reflected in our strategic approach. Instead of merely responding to business requests or implementing random changes, we have meticulously charted out individual brand pathways aligned with our corporate strategy of innovating for growth, with clearly defined and measurable outcomes.

Our motto, "Growth through Innovation," underscores our dedication to enhancing existing capabilities, maintaining competitive advantage, and improving overall efficiency. This philosophy has been the driving force behind our remarkable success and dynamic growth over the years.

At Thumbay Group, innovation is not just a buzzword; it is deeply ingrained in our culture and guides our every decision. We understand that staying ahead in today's rapidly evolving world requires continuous innovation, and we have embraced this principle wholeheartedly.

Our unwavering commitment to innovation has led to remarkable success and dynamic growth. As we look to the future, we remain dedicated to shaping our business and industry through continuous innovation. Embracing innovation at every level, we are poised to drive sustainable growth, staying at the forefront of our field, and creating lasting value for all stakeholders.

Your diverse business portfolio, encompassing medical education, healthcare, and nutrition stores, has truly impressed us. What drove you to integrate such powerful business synergy?

Throughout our corporate strategy, we have adopted a distributed model, combining shared services and dedicated resources to leverage mutual benefits. For instance, our first teaching hospital, Thumbay Hospital Ajman, was established to provide clinical training to medical students at Gulf Medical University. Subsequent businesses set up have contributed functionally and operationally,

growing into individual entities. This approach fosters business synergy and integration, cultivating a mutually supportive environment across our product and service lines.

To ensure streamlined processes, we prioritize clarity in each brand's strategy and its contribution to the company-wide goals. Each entity plays a role in supporting the overall corporate strategy, driving efficiency and effectiveness across the organization. The result is a cohesive structure that allows us to maximize the potential of each business while benefiting from collective resources and expertise.

In your Medical Tourism Vision, how does Indian Healthcare play a role, and are you seeking collaborative partnerships with Indian healthcare service providers?

Indian Healthcare holds a significant place in our Medical Tourism Vision, and we have always been enthusiastic about collaborative endeavors with healthcare service providers from India and beyond. As pioneers of medical tourism in the UAE, we take pride in being the first hospital to establish a dedicated department for promoting medical tourism in our country. With representative offices in over 50 countries and multilingual staff proficient in 20 languages, we have extended our reach far and wide.

Looking ahead, we remain open to aligning with Indian healthcare enterprises and practitioners who can bring a positive impact to our projects, fostering growth and efficiency for the future. We believe that collaborative efforts will further enhance our ability to offer top-notch medical services and an exceptional experience to our international patients. Embracing partnerships with Indian healthcare providers allows us to tap into their expertise and enrich our offerings, reinforcing our commitment to advancing medical tourism in the region.

Do you have any plans to integrate Digital Health into your end-to-end Healthcare portfolio?

Absolutely! We have exciting plans to incorporate Digital Health into our end-to-end Healthcare portfolio. One groundbreaking initiative we are currently working on is the launch of Thumbay University Hospital on the metaverse, a first-of-its-kind venture in the region. With the metaverse, our goal is to shape a smart future where distinct virtual services cater to consumers' aspirations and optimize



time and effort. Our virtual hospital will revolutionize medical tourism services in the UAE, allowing potential visitors to experience our healthcare facility virtually and interact with doctors through avatars.

In line with our commitment to easy healthcare access, we have already introduced services like tele-health and more. Embracing Digital Health is a strategic move to enhance our capabilities, enrich patient experiences, and ensure seamless healthcare delivery. By integrating cutting-edge technology into our portfolio, we aim to stay at the forefront of innovation and create a transformative healthcare experience for all.

As a generous patron and advocate of social causes with significant CSR contributions for societal and economic upliftment, what are your future commitments to Healthcare CSR?

Thumbay Group takes immense pride in being a generous patron and champion of social causes, and our commitment to Healthcare CSR remains unwavering. As part of our ongoing efforts to serve the community and give back, we regularly organize free health camps across all our hospitals. These camps offer complimentary lab tests, radiology tests, and medicines to those in need. Additionally, we extend regular assistance to children from lower economic backgrounds, ensuring they receive the support they deserve.

Our dedication to social causes goes beyond healthcare, encompassing a range of impactful initiatives. For instance, our 'Joy of Giving' campaign aims to bring happiness to needy children by encouraging donations of books, toys, clothes, school stationery, and painting materials. Through our 'Go Green' initiative, we inspire people to respect and care for the environment by actively participating in tree-planting efforts.

At our Blends and Brews coffee shops, the 'Coffee on the Wall' initiative allows customers to sponsor extra coffees for visitors who cannot afford to pay. Moreover, our annual GMU Medical & Science Exhibition fosters innovative thinking among the younger generation, promoting a culture of curiosity and discovery.

Looking ahead, we are committed to furthering our Healthcare CSR initiatives, leveraging our resources and influence to create a positive impact on society. Our goal is to continue making a difference, touching lives, and uplifting communities through our social endeavors.

What advice would you give to entrepreneurs and startup enthusiasts who see you as a business icon and a source of inspiration?

To all aspiring entrepreneurs and startup enthusiasts who see me as a business icon and inspiration, my advice is simple yet powerful. Begin by identifying a widely shared pain point that remains unsolved, and focus on creating the best possible solution for it. This foundational step lays the groundwork for building a successful business.

Take Gulf Medical University as an example; our journey started with a vision to enhance education in the emirate of Ajman and attract more young people to the region. From this starting point, we diversified and expanded, giving rise to the multi-faceted Thumbay Group.

Remember, the key to entrepreneurial success lies in addressing real needs with innovative solutions. Be passionate, persistent, and adaptable in pursuing your goals. Embrace challenges as opportunities for growth, and always be open to learning from failures. With determination and a customer-centric approach, you can carve your path to success and leave a lasting impact on the world.

Navigating Healthcare Challenges in the Middle East:

Insights from the Cigna Healthcare Survey

By Mohammed Irshad

In a world marked by economic shifts, pandemics, food shortages, and inflation, businesses and their employees are facing unprecedented uncertainty. The Middle East is no exception to these challenges, with rising inflation and the increasing cost of living taking center stage. The Cigna Healthcare Survey sheds light on the concerns of individuals in the region and underscores the urgent need for employee support.

Economic Challenges and Health Concerns

The survey, conducted by Cigna Healthcare, a leading global health services company, involved nearly 9,000 individuals worldwide, including 1,100 participants from the United Arab Emirates (UAE) and the Kingdom of Saudi Arabia (KSA). Its objective was to uncover concerns, assess the current health status of respondents, and gain insights into the support needed to promote healthier lives during these tumultuous times.

Globally, the survey identified inflation as a major concern, with 25% of respondents in the Middle East ranking it as their primary worry. The ripple effect of rising bills and sluggish economies is causing stress levels to soar, adversely affecting both mental and physical health. In the Middle East specifically, 72% of respondents felt that these rising costs were making it challenging to maintain good health. Even more concerning, 54% expressed uncertainty about their ability to meet their own or their family's medical needs.

Prioritizing Workplace Well-being

Dr. Dawn Soo, Cigna Healthcare's Regional Medical Officer for the Middle East and Asia, emphasized the importance of employers providing holistic healthcare benefits, initiatives, and a supportive culture where employees can openly discuss challenges. The survey also highlighted the critical connection between employee mental and physical health and productivity, highlighting the necessity of prioritizing employees' health security as a core ESG (Environmental, Social, and Governance) imperative.

To address the issue of poor employee mental health, which not only affects individuals but also organizations' financial health, Cigna Healthcare introduced the "5% Pledge." This initiative urges business leaders to dedicate 5% of their work time to enhancing employee mental health and well-being. Jerome



Jerome Drosch

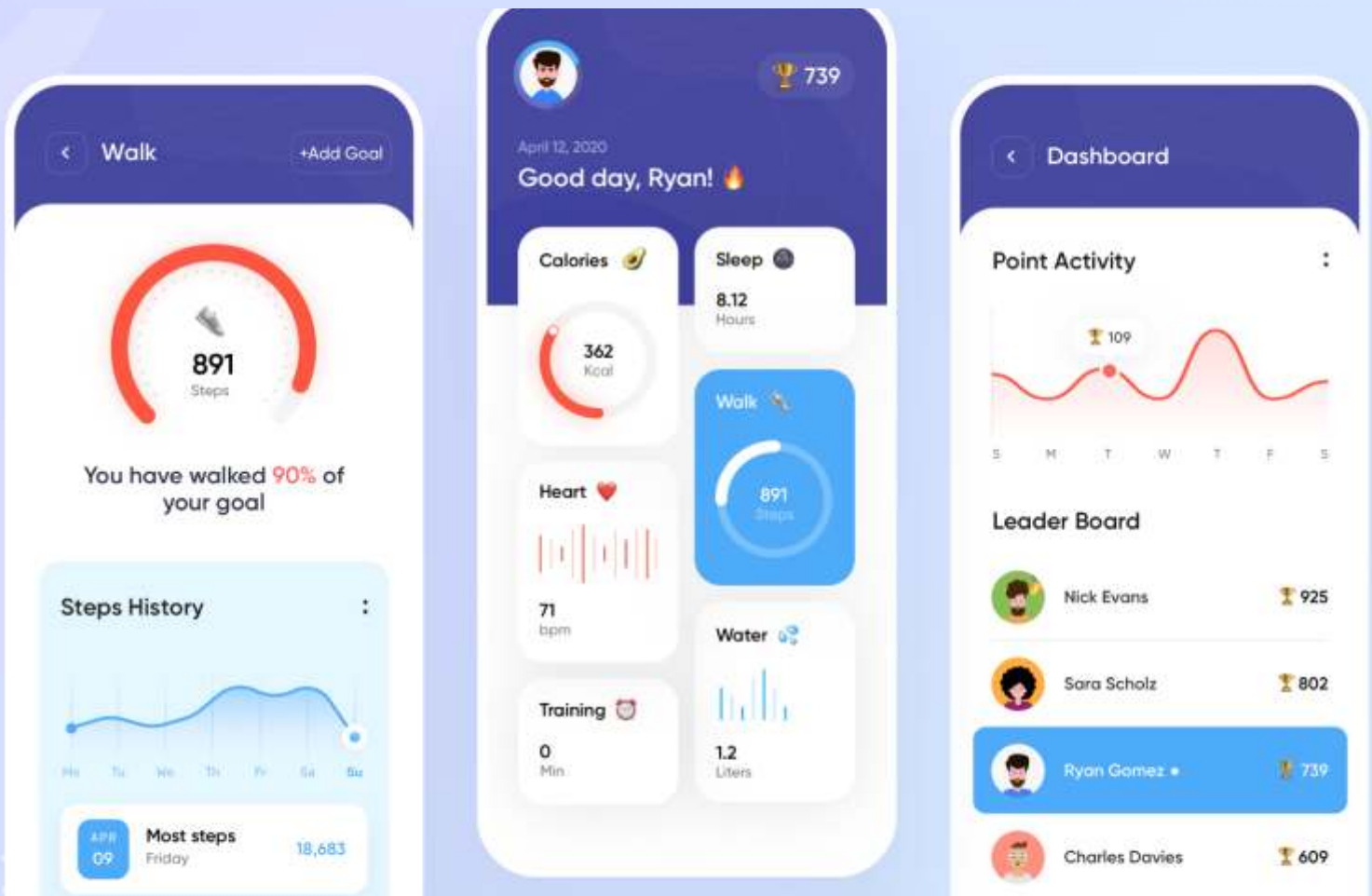
Drosch, CEO of Domestic Health and Health Services, International Health, Cigna Healthcare, noted, "The survey underscores the delicate balance individuals face in accessing essential healthcare. These figures underscore the critical need to address the affordability of medical services for our workforce."

He further explained, "Recognizing the pivotal role of employee well-being in driving organizational success, Cigna Healthcare introduced the 5% Pledge. The Pledge is a commitment to empowering employees with the tools they need to navigate today's challenges. By prioritizing mental well-being and creating a supportive workplace culture, we are fostering healthier employees and a more resilient business."

The Way Forward

As uncertainties continue to reshape the business landscape, the Cigna Healthcare 360 Global Well-being Survey underscores the urgency for companies to prioritize employee well-being. By allocating resources to their workforce's health and mental well-being, businesses can ensure their resilience and success in an ever-changing world.

In conclusion, the Middle East faces unique challenges in the realm of healthcare access, particularly in light of economic uncertainties. The insights provided by the Cigna Healthcare Survey serve as a call to action for employers and businesses to prioritize the well-being of their employees, not only for the benefit of individuals but also for the resilience and prosperity of their organizations in a rapidly evolving world.



Public's Enthusiasm for Health Technology to Avoid Hospital Surges, New Research Reveals

By Mohammed Irshad

According to the research findings, an impressive 72% of respondents expressed their readiness to leverage health technology if it meant avoiding hospital visits. The survey also revealed that the same majority is open to incorporating wearable devices and health monitoring tools into their daily lives, with a willingness to share the gathered health data with medical professionals.

Recent research, sponsored by the NHS Confederation in collaboration with Google Health and conducted by Ipsos, sheds light on the increasing acceptance of health technology among the public. This study, involving 1,037 respondents, unveils a promising shift in attitudes toward healthcare technology, signaling a growing willingness to utilize innovative solutions for better health management.

Technology's Role in Avoiding Hospitals

According to the research findings, an impressive 72% of respondents expressed their readiness to leverage health technology if it meant avoiding hospital visits. The survey also revealed that the same majority is open to incorporating wearable devices and health monitoring tools into their daily lives, with a willingness to share the gathered health data with medical professionals.

Empowering Individuals for Self-Care

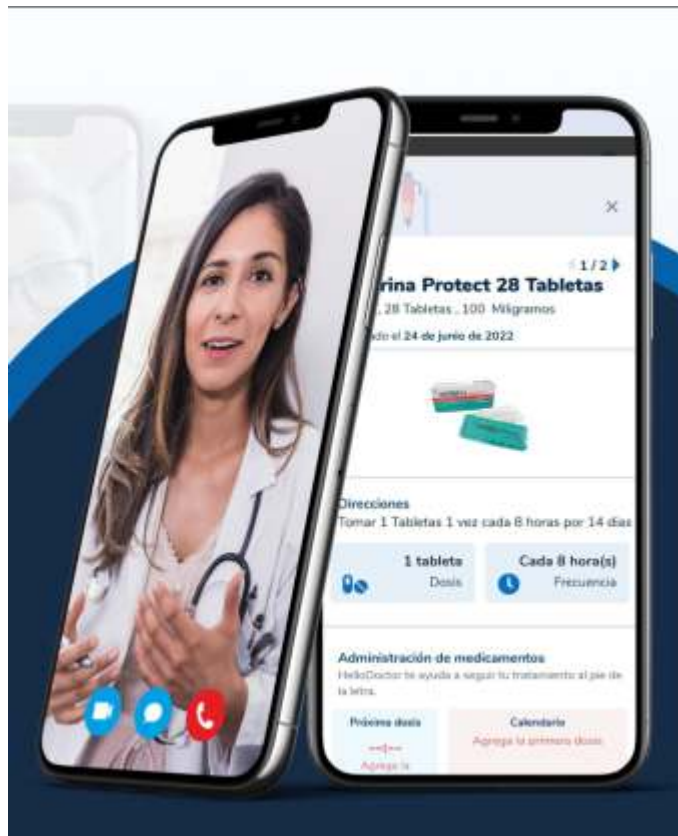
This research highlights a broader trend of individuals taking greater responsibility for their health and their families. A staggering 78% of respondents would readily embrace various health monitoring equipment if recommended by NHS professionals. Remarkably, even those over 75 years old (89%) are open to adopting such technology.

Digital Healthcare's Growing Influence

The study also disclosed an interesting disparity in technology adoption between those with long-term health conditions and the general population. While 53% of respondents with frequent interactions with the healthcare system already use the NHS App to access personal health information, only 33% of the general population do so. This coincides with the government's recent announcement to make the app accessible to over 90% of general practices by March 2024.

Expert Opinions on the Findings

Matthew Taylor, CEO of the NHS Confederation, commented on the research, emphasizing technology's potential to empower patients in their



health management. He stressed the need for additional funding to fully harness these opportunities and the importance of ensuring equitable access to digital healthcare.

Susan Thomas, UK Director at Google Health, expressed her organization's alignment with the research findings, highlighting the mission to use technology to promote overall health and wellness.

Current Technology Landscape

The research underlines that 83% of adults are already using some form of technology to manage their health, rising to 89% among those with long-term conditions. However, it's noteworthy that just over half of respondents expressed satisfaction with the current available technologies.

Future Healthcare Expectations

Looking forward, the study indicates that 73% of patients desire their doctors to offer the "best available technology," with 58% wishing for health monitoring technology. The ease of appointment booking and communication with healthcare teams through messaging services also ranked high on the list of priorities.

Anticipating a Tech-Driven Healthcare Future

From a forward-looking perspective, over two-thirds (68%) of respondents anticipate a future in healthcare with more technology and less reliance on healthcare professionals. However, concerns arise regarding limited healthcare access for those without the right technology.

This study, conducted between March and April 2023, combined quantitative research with qualitative interviews involving respondents with long-term health conditions. It aimed to explore public attitudes towards health technology, responsibility in healthcare, and privacy concerns regarding health data.

Dominica Signs MOU to Establish Regenerative Development and Research Institute

Roseau: The Government of Dominica signed an MOU on September 7, 2023, with Common Earth and the Cloudburst Foundation to establish the Common Earth Regenerative Development and Applied Scientific Research Institute. This institute aims to boost economic potential through innovative science related to the environment and climate resilience.

Common Earth, a UK charity, focuses on regenerative development in line with the UN Sustainable Development Goals. The Cloudburst Foundation, mandated by the Commonwealth Secretariat,



supports sustainable development across 54 Commonwealth countries.

Collaborating with the University of Haifa and Dominica State College (DSC), Common Earth will introduce a new curriculum on marine and ecological subjects, including marine sciences and engineering. Classes begin in January 2024 at DSC through distance learning.

The institute's research includes aquaculture, mariculture, coral reef restoration, and marine life in Dominica. A workshop from September 4-7, 2023, brought together experts to discuss mariculture, tourism, agriculture, maritime regenerative activities, and fisheries conservation.

This MOU aligns with Dominica's National Resilience Development Strategy and Climate Resilience Recovery Plan, emphasizing sustainability and climate resilience.





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In a medical breakthrough that could revolutionize the healthcare industry, Dutch researchers have discovered that an artificial intelligence chatbot named ChatGPT can diagnose patients as well as human doctors.

The study, published in the journal Nature Medicine, examined 30 anonymized cases from an emergency service in the Netherlands in 2022. ChatGPT was able to suggest the correct diagnosis in the top five possibilities in 97% of cases, compared to 87% for human doctors.

However, the study underscores that ChatGPT is a promising diagnostic tool, but it is not a replacement for human medical expertise. It can make mistakes, so it is important to always consult with a doctor before making any medical decisions. Additionally, there are privacy concerns about how AI systems handle sensitive medical data.

While promising, the research is constrained by a small sample size and focuses on relatively straightforward cases. Its performance with complex or rare diseases remains uncertain.

ChatGPT Matches Human Doctors in Diagnosis, Dutch Study Reveals



Nevertheless, these findings indicate AI's potential to enhance emergency medicine, potentially reducing waiting times, aiding less experienced doctors, and identifying rare conditions. It is essential to note that ChatGPT is not a medical device, and privacy concerns persist. These findings will be presented at the European Emergency Medicine Congress 2023 in Barcelona, highlighting AI's growing role in the medical field.



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Exclusive Interview:
Dr. Sumaya AlBlooshi
on the Ministry of
Health's Vision for the
Future of Nursing and
Midwifery

By Mohammed Irshad

Dr. Sumaya Mohamed AlBlooshi

Head of the National Committee for Nursing and Midwifery Affairs at the Ministry of Health and Prevention.

How has the nursing and midwifery profession evolved in the UAE over the past decade (Including Challenges faced), and what factors have contributed to its growth and development?

The nursing profession in UAE has evolved dramatically over the past decade while the midwifery profession is continuing to grow. The Establishment of the Emirates Nursing Association (ENA) in 2003 supported the UAE's membership in International bodies including the International Council of Nurses (ICN) and the International Confederation of Midwives (ICM). The Nursing and Midwifery qualifications and experience required for licensure and practice under the title of Registered Nurse (RN), or Registered Midwife (RM) are published in the Unified Healthcare Professional Qualification Requirements (PQR) document as one means to ensure that the public safety is protected at all times.

Another milestone is the launch of the initiative to enhance the attractiveness of the Nursing Profession in the UAE as one of the initiatives originating from the ministerial retreat in 2015. This resulted in a sustainable increase in the number of UAE youth of both genders, enrolling in the Bachelor programs in nursing and joining the nursing workforce upon graduation.

Another milestone is the development of the National Strategy for Nursing and Midwifery (2022 – 2026) as a five-year framework for action linked to the UAE Centennial 2071 that outlines a roadmap for strengthening the nursing and midwifery profession in the UAE and corresponds to the identified challenges in line with national, regional and international best practices and recommendations. It focuses on human capital development, specialized and advanced nursing and

midwifery care services establishment, research support, and quality standards implementation.

This aligns with the pillar of the diversified knowledge economy and supports achieving future-focused government from a nursing and midwifery angle. This was done in conjunction with the UAE joining the International NursingNow campaign run in collaboration with the World Health Organization (WHO) and the International Council of Nurses (ICN).

The National Committee for Nursing and Midwifery was formed by ministerial decree (283) for the year 2020 as the responsible body for the implementation of the National Strategy for Nursing and Midwifery (2022 – 2026) with representatives from national stakeholders across the UAE. With the following achievements the development of the competency-based UAE Professional Practice Framework for BSN Graduates in collaboration with the Ministry of Education and academic institutions, the development of the Workforce projection models and all documents related to the management of the nursing and midwifery workforce, the development of draft Scope of Practice documents and the development of the Specialization Model.

We have recently launched the national initiative “Nebras – My Journey in the World of Nursing and Midwifery Research”. The development and initiation of a Bachelor in Midwifery program in the UAE is an important step for the profession's growth and advancement. It provides a focal point to start the journey of becoming a registered midwife and providing obstetric care to the UAE community. Increased visibility of nurses' role in the healthcare sector during the COVID-19 pandemic was highly evident.

Several factors contributed to the growth and development of the nursing and midwifery profession in the UAE. The most important factor is the support and empowerment of UAE leadership with a steady futuristic vision and clear directions and expectations. Another factor is the national collaboration between all stakeholders from different sectors believing in one vision for nursing and midwifery professions and striving to make the UAE the best country in the world in which high-quality evidence-based informed healthcare is offered to the community and visitors.

In your opinion, what are the essential skills and competencies that nurses and midwives should possess to provide exceptional care and leadership in today's healthcare landscape?

The most effective nurse and midwife at all specialization levels should have solid clinical knowledge, experience and professional competencies in the general aspects of the profession and the specialized area of practice.

This should be obtained through academic preparation and on-the-job experience within a positive and empowering work environment. Also, it should be sustained through an efficient and effective institutional competency management system and implementation of various professional development strategies.

The nurse and midwife should be involved and knowledgeable about national, regional, and international trends and best practices for health in general and nursing and midwifery care and practices specifically. Nurses and midwives will only gain value-added experience if they practice in organizations that are managed and operated within excellence and best practices frameworks.

Are there any specific research areas or topics within nursing and midwifery that you believe need more attention or further exploration?

Nursing and midwifery research advancement that responds to national health priorities and informs policy development and practice is one of the strategic objectives of the National Strategy for Nursing and Midwifery (2022 – 2026).

We need more clinically focused research studies that inform nursing and midwifery practices and care delivery as well as demonstrate the impact of such care in the overall healthcare system, and studies in academic nursing and midwifery to inform excellence in the education system.



Finally, we encourage researchers to conduct studies that align with the strategic directions outlined in the National Strategy for Nursing and Midwifery (2022 – 2026).

Can you provide an overview of the National Committee for Nursing and Midwifery and its role in advancing the nursing and midwifery professions in the UAE?

The National Committee for Nursing and Midwifery (NCNM) was established by Ministerial Decree No. 283 of 2020 as a national body under the Ministry of Health and Prevention (MOHAP) mandated to govern, empower, and advance the nursing and midwifery profession in the UAE. It is responsible for the implementation of the National Strategy for Nursing and Midwifery (2022 – 2026) in collaboration with relevant stakeholders and entities. It includes members representing several entities across the UAE such as the Ministry of Education, Ministry of Defense, Ministry of Interior, Federal Authority of Government Human Resources (FAHR), Department of Health – Abu Dhabi, Sharjah Health Authority, Emirates Health Services, The Medical Office, Dubai Academic Healthcare Corporation, Abu Dhabi Health Services Company (SEHA) and Private Healthcare companies.

The responsibilities assigned to the National Committee for Nursing and Midwifery include:

- Provide national governance of nursing and midwifery professions at all levels including regulation, academia, clinical practice, and media communication.
- Develop and implement national nursing and midwifery strategic plans.
- Representation of UAE nursing and midwifery professions at national, regional, and international levels.
- Submit regulatory recommendations for nursing and midwifery as per the regulatory processes and follow up on their implementation.
- Formulate national working groups for the implementation of the national initiatives and support the national committee activities.
- Approve the national action plans and review them annually to ensure their alignment with national priorities and best regional and international practices.
- Coordinate with all stakeholders and partners for the implementation of strategic action plans.
-



What are the current priorities, goals, and strategies of the Ministry of Health and Prevention (MOHAP) and the National Committee for Nursing and Midwifery to enhance the nursing profession, deliver exceptional care, and meet international standards, as outlined in the National Strategy for Nursing and Midwifery (2022-2026)?

The vision when it comes to the nursing and midwifery profession in UAE is to have "Nursing and Midwifery: Excellency in Care, Efficiency in Leadership in Light of International Standards toward Pioneer and Sustainable Health for the UAE Community".

Focus on five strategic areas as follows:

- Effective Regulation, Governance and Leadership.
- Sustainable Nursing/Midwifery Workforce Management System.
- Transformative Practice, Service, and Quality Care.
- Quality and Innovative Education and Professional Development.
- Advanced Research, Evidence-Based Practice Responsive to National Health Priorities.

Active national working groups are engaged in planning and fulfilling the mandates of the National Strategy for Nursing and Midwifery (2022 – 2026). Additionally, the national media communication team which is assigned the responsibility of governing the marketing and media communication related to the nursing and midwifery profession in UAE is active and ensures that all activities are publicized.

What strategies are in place to attract and retain talented individuals in the nursing and midwifery professions?

There are several strategies in place to attract and retain talented individuals in the nursing and midwifery professions whether nationally or at the institutional level. Supportive scholarship programs, community awareness campaigns on nursing and midwifery professions, well-structured transition-to-practice programs for new graduates, professional development, and career advancement models are some examples of those strategies. The National Strategy for Nursing and Midwifery (2022 – 2026) has incorporated several directions that focus on attracting and retaining nurses and midwives.

Can you discuss the importance of interprofessional collaboration and teamwork in providing quality patient care, and what steps are being taken to foster this collaboration?

Interprofessional collaboration and teamwork in providing quality patient care

is essential and a core requirement in meeting care excellence and standards. It has been proven that where there is interprofessional collaboration, patient outcomes improve significantly.

The concept should be incorporated into academic education and clinical training as we adopted it as part of the organization's culture and governance through its policies and care delivery models and standards. This enhances the job satisfaction of all healthcare professionals.

Can you share any notable research or innovative projects undertaken by nursing and midwifery professionals in the UAE that have led to improved patient outcomes or advancements in the field?

The introduction of specialized nursing roles has demonstrated a positive impact on patient outcomes and the health system. Examples include the introduction of the (nurse informatics) role and the (nurse clinical educator) role.

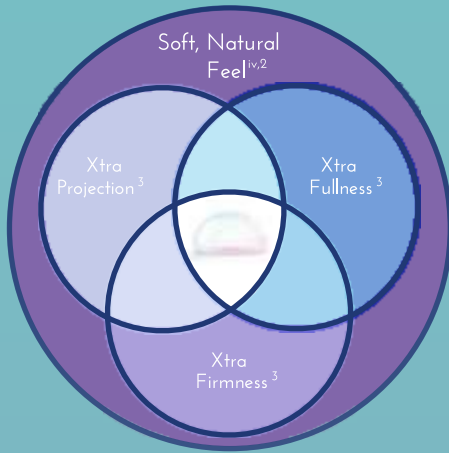
As a representative of the UAE at the World Health Organization (WHO) and the International Council of Nurses (ICN), what are some global trends or best practices in nursing and midwifery that you believe can be applied effectively in the UAE context?

The Advance Nursing Practice Model is one of the regional and international models implemented in several countries across the globe. The model is supported in the literature with strong evidence of its impact on patient care, clinical outcomes, access to care, and financial benefits.

What is your message for those who are aspiring to choose a career in Nursing or Midwifery in the UAE?

Nurses and Midwives are the backbone of the healthcare system, and the profession is one of the in-demand future careers. Choosing nursing and midwifery as a career is the right choice, especially in the background of the current national directions that advance the profession and empower nurses and midwives. The Nursing/midwifery profession is very diverse, allowing many choices for future work settings and specializations. I strongly advise you to pursue this career choice.

Why MemoryGel™ Xtra Breast Implants?¹



iv. Mentor Consumer Preference Market Research Report July 2017.

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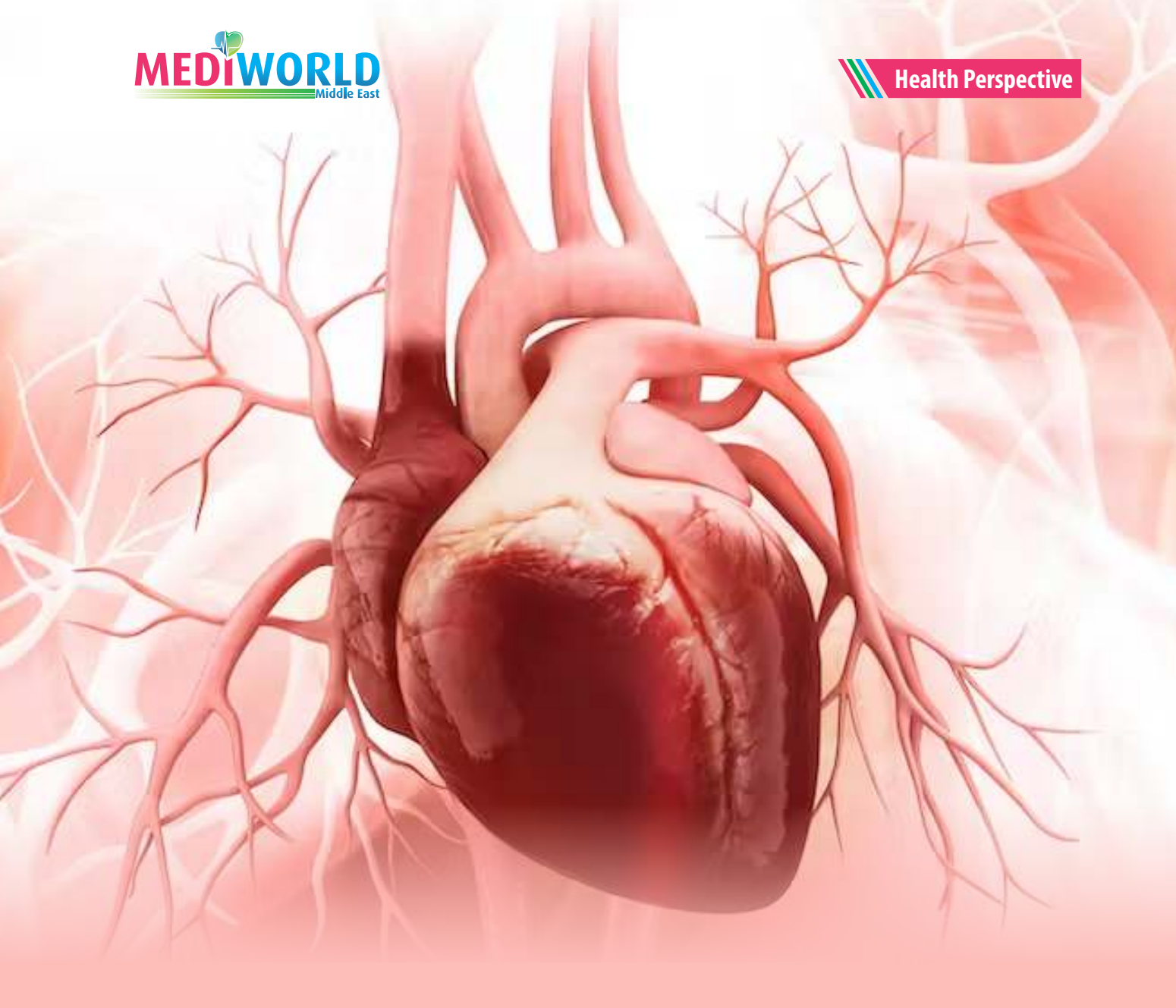
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Cholesterol, a waxy, fatty substance, resides within the cells of our body. It plays a vital role in crafting cell membranes, producing hormones, and even generating vitamin D.

Unraveling Cholesterol's Mysteries:

Beyond The Numbers & Its Broader Impact

By Dr. Asiya Nabi

About The Author

Dr. Asiya Nabi, an accomplished general practitioner, combines over 15 years of clinical and managerial expertise. She excels in managing various health issues, including diabetes, infectious diseases, hypertension, and musculoskeletal pain. Dr. Asiya is a recognized member of the healthcare community, receiving accolades for her work in diabetic foot care, public awareness, and her contributions to organizations. Additionally, she has been honored for her dedication to community development, making a positive impact on public health.

Dr. Asiya Nabi

Asst. Medical Director &
General Practitioner, Prime Health



Cholesterol, a term often heard but seldom understood, lingers in our health conversations, raising numerous unanswered questions; it isn't just a personal concern but a societal issue. Healthcare policies that promote healthy lifestyles and affordable access to cholesterol-lowering medications play a crucial role in the battle against high cholesterol. This article aims to shed light on the enigmatic world of cholesterol, unravel its intricacies, and clarify its impact.

Cholesterol Beyond the Bloodstream:

Why It Matters Cholesterol, a waxy, fatty substance, resides within the cells of our body. It plays a vital role in crafting cell membranes, producing hormones, and even generating vitamin D. While cholesterol is essential, elevated levels can spell trouble. Excess cholesterol can accumulate within our blood vessels, ultimately elevating the risk of heart disease and strokes. Cholesterol isn't confined to your blood alone; it's also found in your skeletal and cardiac muscles. This means cholesterol's influence extends to your entire body, not just your heart. Cholesterol can play a dual role – it can be the primary concern or a secondary

factor in other diseases. For instance, high cholesterol can contribute to heart disease, but it's rarely the sole culprit.

The Good and the Bad Types of Cholesterol

are not a one-size-fits-all substance. It exists in different forms, with low-density lipoprotein (LDL) cholesterol being the "bad" type and high-density lipoprotein (HDL) cholesterol being the "good" type. LDL cholesterol can accumulate in the arteries, leading to the formation of plaque and causing heart problems. In contrast, HDL cholesterol acts as a scavenger, reducing the amount of LDL cholesterol in the bloodstream. To maintain healthy cholesterol levels, keeping track of the numbers is essential. LDL cholesterol should ideally be

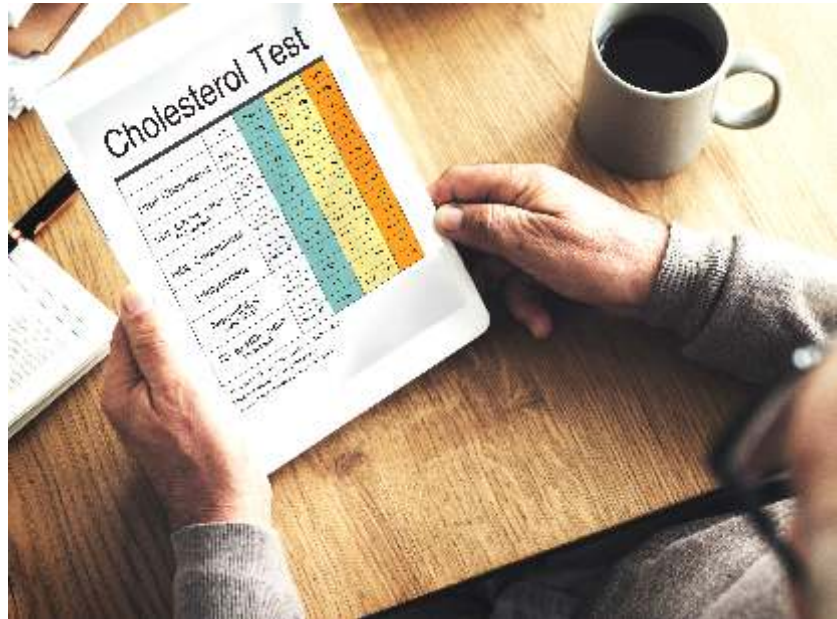
less than 100 mg/dL, while HDL cholesterol should be more than 60 mg/dL. Total cholesterol levels should be under 200 mg/dL. If these numbers are not within the desirable range, it's time to make lifestyle changes. A heart-healthy diet, regular exercise, and quitting smoking can significantly affect cholesterol levels. In some cases, medication may be necessary.

The Power of Prevention & The Road to Reversal

Prevention is the cornerstone of cholesterol management. A heart-healthy lifestyle, including a balanced diet, regular exercise, and quitting smoking, is the first defense line. For those with high cholesterol, medication may be necessary.

Can high cholesterol be reversed?

The statistics offer hope – “YES”, it can. However, it's essential to understand that lowering cholesterol levels is gradual. It may require changes in diet, regular exercise, and medication for months or even years to witness significant results. A range of medications are available to combat high cholesterol. Statins, bile acid sequestrants, and ezetimibe are among the most prescribed. Each works differently to lower cholesterol levels. Before embarking on cholesterol medications, discussing their risks and benefits with your healthcare provider is crucial. Statins, for instance, can have side effects like muscle pain, liver issues, and memory problems.



Cholesterol Is More Than A Mere Number On A Report

it's a complex entity intertwined with our health, lifestyle, and society. Understanding it is the first step towards better heart health. If you have questions, remember that your doctor is your best source of guidance.



Genetics at Play

Genetics can tip the scales regarding cholesterol levels. Some individuals are genetically predisposed to high cholesterol, a condition known as familial hypercholesterolemia (FH). Despite genetic factors, lifestyle choices, like diet and exercise, still reign supreme in cholesterol management.

Bonus Health Tip: The Flaxseed Miracle

In the realm of Omega-3s, flax seeds emerge as true heroes. Only two tablespoons of these tiny marvels can supply around 3.2 grams of Alpha-linolenic acid (ALA)—a potent Omega-3 fatty acid. ALA is not just a guardian of heart health; it also fuels the engines of cognitive well-being, reducing inflammation and promoting optimal brain function.



highlighting the industry's commitment to knowledge-sharing and technological progress. With more than 6,000 visitors and 800 conference delegates, OHEC served as a global platform for collaboration.

The Oman Health Conference, an integral part of OHEC, covered sustainable policy development, healthcare infrastructure innovations, and patient engagement. A VIP Malaysian delegation shared insights into Malaysia's healthcare reforms.

Oman's dedication to improving healthcare quality is evident with a projected 4.7% healthcare expenditure growth from 2022 to 2027. The government's investment projects and openness to foreign investments align with the Health Vision 2050, promising a bright future for Oman's healthcare sector.

The 12th OHEC was a resounding success, promoting innovation and collaboration, and leaving a lasting impact on the healthcare industry.

12th Oman Health Exhibition and Conference

Muscat: The 12th Oman Health Exhibition and Conference (OHEC), held at the Oman Convention and Exhibition Center in Muscat, concluded successfully on September 20, 2023. Organized by CONNECT and supported by Oman's Ministry of Health, the event brought together over 160 local and international participants, showcasing cutting-edge healthcare innovations.

Dignitaries explored the exhibition's groundbreaking discoveries,

Dubai Health Authority Successfully Concludes Summer Training Program for National Students

Dubai: The Dubai Health Authority (DHA) has concluded its annual summer training program, marking a fruitful endeavor in nurturing young Emirati talent. The initiative attracted a cohort of enthusiastic Emirati students who chose the Dubai Health Authority as their destination for productive summer holidays. They were immersed in a dynamic work environment, honing their skills, gaining valuable experience, and collaborating with experts across various professional fields.

Noura Almidfa, Director of the Human Resources Department at the DHA, emphasized that the program is an integral part of the authority's Emiratisation strategy. It provides comprehensive educational, professional, and personal skill development opportunities.

Throughout the program, students took on real-world responsibilities and participated in significant projects with guidance from experienced officials and specialized employees.

Almidfa noted the students' exceptional response to this immersive training approach, allowing them to innovate, participate in brainstorming sessions, and actively engage in planning meetings. Students were integrated into work teams across various sectors, departments, and divisions, aligning with their fields of study or career aspirations.



During the program's closing ceremony, students expressed their deep appreciation, highlighting the achievement of important personal and professional goals, including enhanced responsibility, self-development, critical thinking skills, and adaptability.

Students also commended the DHA's nurturing work atmosphere, fostering creativity, innovation, and productivity, and fostering a sense of belonging and unity.

The DHA's summer training program contributes significantly to nurturing local talent and empowering the Emirati workforce, thereby advancing the healthcare sector in the UAE.

HIMSS23 APAC Health Conference Highlights

At the Conference, attendees engaged in insightful discussions on various critical healthcare topics.



Jakarta: The HIMSS23 APAC Health Conference, held from September 18 to 21, 2023, in Jakarta, Indonesia, drew healthcare leaders and innovators from across the Asia-Pacific region. This year's event showcased Indonesia's uprising digital revolution in healthcare, with a mandatory Electronic Medical Records (EMR) implementation deadline looming.

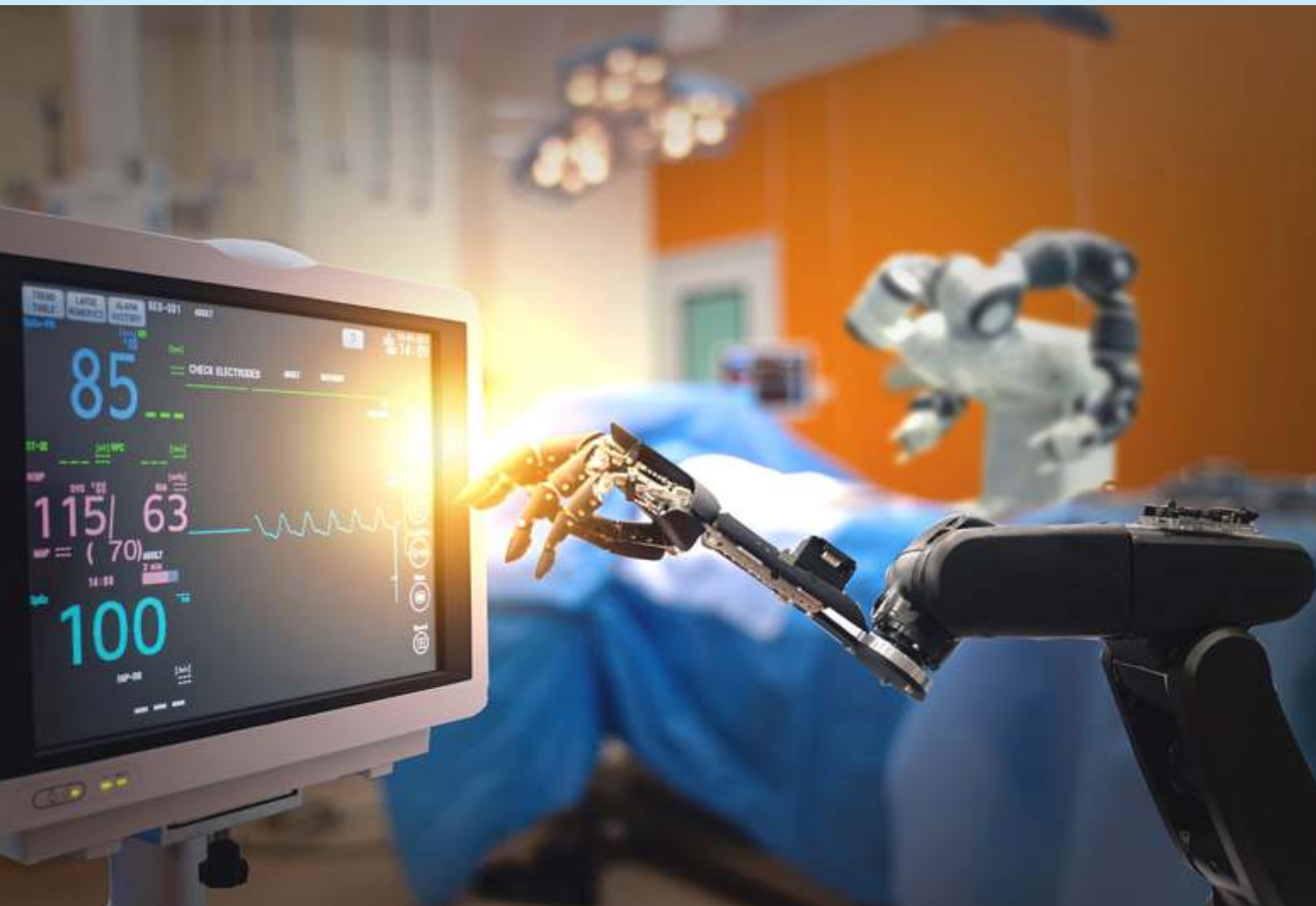
At the Conference, attendees engaged in insightful discussions on various critical healthcare topics. These included the global transformation of healthcare through technology and its implications for change leadership. Another highlight was the exploration of digital twin technology's potential in real-time disease monitoring and forecasting.

Participants also gained insights into the role of Fast Healthcare Interoperability Resources (FHIR) within Indonesia's SATUSEHAT health data exchange platform, which aims to streamline data sharing among healthcare facilities. Furthermore, a panel discussion provided a comprehensive view of the advantages and challenges associated with emerging technology in healthcare, emphasizing responsible deployment strategies. Lastly, Zoom's post-pandemic strategy for revolutionizing telehealth services and its future role in healthcare communication were also key subjects of discussion.

HIMSS23 APAC Health Conference provided a profound glimpse into healthcare's digital future. With Indonesia's commitment to tech-driven healthcare, attendees left inspired and equipped to shape the region's healthcare landscape.

UAE's Healthcare Excellence: Leading the Way in Innovation, Investment, and Wellbeing.

By Dr. Craig Cook, Chief Executive Officer at Aviv Clinics Dubai by DP World.



One example of a facility contributing to this phenomenon is Aviv Clinics Dubai, they offer a comprehensive healthcare approach using advanced brain imaging, beginning with a three-day evaluation conducted by certified medical experts, including physicians, neuropsychologists, physiotherapists, and physiologists. What sets Aviv Clinics apart is their revolutionary approach. Instead of relying on traditional pharmacological or invasive treatments, they harness the power of a distinctive Hyperbaric Oxygen Therapy protocol.

The United Arab Emirates has emerged as a leader in premium quality healthcare, and its remarkable progress in this sector is a testament to its commitment to providing world-class medical services. The recent recognition by the Legatum Institute Prosperity Index Report highlights UAE's position at the forefront of healthcare innovation, as it excels in early detection programs, medical coverage, and antenatal care coverage. Moreover, its “Health Outcomes Index” ranking underscores the country's dedication to ensuring positive healthcare outcomes for its citizens.

One of the standout features of the UAE's healthcare sector is its contribution to the nation's economy. Not only does it serve as a cornerstone of public wellbeing, but it also significantly bolsters the country's economic prosperity. According to projections by Alpen Capital, the UAE is set to invest a staggering \$30.7 billion in healthcare by 2027, reflecting an annual growth rate of 7.4 percent. This robust investment stimulates economic growth and ensures the sustainability of the healthcare sector.

Medical tourism has played a pivotal role in driving the growth and significance of the UAE's healthcare industry. The country has positioned itself as a premier destination for



individuals seeking high-quality medical care combined with the allure of a luxurious lifestyle. The availability of state-of-the-art medical facilities, world-renowned healthcare professionals, and cutting-edge technology has made the UAE a magnet for medical tourists from around the globe. In this regard, the UAE has managed to strike a harmonious balance between offering top-notch healthcare services and fostering tourism, contributing substantially to its economy.



One example of a facility contributing to this phenomenon is Aviv Clinics Dubai, they offer a comprehensive healthcare approach using advanced brain imaging, beginning with a three-day evaluation conducted by certified medical experts, including physicians, neuropsychologists, physiotherapists, and physiologists. What sets Aviv Clinics apart is their revolutionary approach. Instead of relying on traditional pharmacological or invasive treatments, they harness the power of a distinctive Hyperbaric Oxygen Therapy protocol.

This innovative therapy, proven effective, is administered in a new and groundbreaking way at Aviv Clinics Dubai. The comprehensive evaluation helps determine the extent of the brain injury and assess whether their distinctive HBOT protocol is suitable. Throughout the treatment process, Aviv Clinics Dubai stimulates the innate self-regeneration mechanism, enhancing the recovery of both the brain and body for their patients. This commitment to innovative and non-pharmacological approaches to healthcare mirrors the UAE healthcare industry's dedication to providing top-tier services for medical tourists, further solidifying its status as a leading destination for healthcare and tourism.

Aviv Clinics holistic approach encompasses the integration of hyperbaric oxygen therapy, cognitive and physical training along with tailored nutritional planning to address various conditions including Peak Performance & Reversing Biological Aging, Sports Performance & Injury Recovery, Stroke Recovery, Traumatic Brain Injuries & Concussions, Fibromyalgia and Long COVID Treatment. Aviv Clinics also has a dedicated youth wing for children with neurological disorders focusing on treatments for Cerebral Palsy, Stroke Recovery, and some forms of autism spectrum disorders.

This innovative approach to healthcare aligns seamlessly with the UAE's broader commitment to innovation. The nation has recently launched initiatives like the Innovation Strategy under the Emirates Health Services, which underlines the country's dedication to evolving the healthcare sector. This evolution aligns with the National Strategy for Well-being 2031 and the UAE Centennial 2071 vision, showcasing the UAE's commitment to fostering a culture of innovation.

The UAE's healthcare sector is on a consistent upward trajectory, with a notable increase in healthcare expenditure. This financial growth, from 3.8 billion dirhams in 2016 to 4.8 billion dirhams in 2023, is a testament to the country's unwavering commitment to enhancing its healthcare infrastructure and services. This financial investment reflects the nation's dedication to building a robust healthcare system that caters to the evolving needs of its population.



Emerging technologies in healthcare: Potential, challenges, and future implications

Author:

Raouf Hajji, MD, PhD.

Dr. Raouf Hajji, MD, PhD, is a distinguished Professor Assistant in Internal Medicine with a strong academic and clinical background. He is affiliated with Sidi Bouzid Hospital and the Medicine Faculty of Sousse, Tunisia, where he contributes significantly to medical education and practice. Dr. Hajji also holds the role of Co-Founder and Medical Lead at the International Medical Community (IMC).

awareness, prevention, and early intervention. They measure vital signs like heart rate, blood pressure, and glucose levels and integrate with technologies like AI and blockchain for comprehensive health solutions. While empowering patients to manage their health, they raise concerns about data privacy, security, accuracy, and usability, touching upon issues like data ownership, consent, data protection, quality, validation, and user experience.

The rapid emergence of new technologies like Artificial intelligence (AI), remote healthcare and telemedicine, wearable devices and sensors, blockchain, 5G, Internet of Medical Things (IoMT), and quantum computing is changing the healthcare landscape. These innovations have already made substantial impacts on healthcare systems, biomedical research, and academia, with their transformative influence expected to persist for decades.

Artificial Intelligence (AI): AI is a game-changer in healthcare, improving medical diagnosis, treatment, and healthcare delivery. It analyzes vast health datasets, offering precise and timely insights. AI also aids in drug discovery and therapy design by simulating molecular interactions. It enhances healthcare quality, efficiency, and accessibility while introducing challenges such as data privacy, security, bias, and ethical concerns in human-machine interaction.

Remote Healthcare and Telemedicine: These technologies facilitate online patient-doctor interactions, reduce costs, save time, and broaden access to quality healthcare. They also benefit from clinical trials, emergency response, and medical education. However, challenges include technical, regulatory, and cultural issues, such as infrastructure and reimbursement concerns.

Wearable Devices and Sensors: Wearables collect and transmit real-time health data, promoting health

Blockchain: Blockchain technology enhances healthcare services by enabling decentralized data sharing, ensuring privacy, empowering users, and guaranteeing data reliability. It supports secure transactions and data exchange in telemedicine and fosters transparency and accountability in academia. Blockchain enhances healthcare security, efficiency, and trust, but its adoption faces challenges such as scalability, interoperability, regulatory compliance, standards, and incentives.

5G Technology: 5G offers faster speeds, lower latency, and increased data transmission capacity, which benefits various healthcare applications, including remote consultation, big-data analytics, virtual and augmented reality (VR/AR), medical robotics, and connected ambulances. It also aids in collecting and analyzing vast health data from electronic health records, wearables, sensors, and mobile apps. 5G supports high-definition video calls, real-time data sharing, remote diagnosis, and treatment, improving healthcare performance, quality, accessibility, and innovation. However, it introduces risks related to security, privacy, safety, and ethical concerns, including data protection, cyberattacks, radiation exposure, and societal implications.

Internet of Medical Things (IoMT): IoMT constitutes a network of connected medical devices, software applications, and health systems that share health data over the internet. It enhances healthcare quality, efficiency, and accessibility by enabling remote monitoring, personalized medicine, data security, healthcare delivery, and supply chain management. IoMT empowers patients and healthcare providers to manage health conditions, offer tailored guidance, optimize health outcomes, and allocate resources efficiently. Challenges include technical, regulatory, organizational, and cultural issues such as infrastructure development, interoperability, standards, policies, reimbursement, trust, and acceptance.

Quantum Computing: Quantum computing leverages quantum physics principles to perform calculations that are impossible or challenging for classical computers. It aids in drug discovery, device development, diagnostics, and therapies by simulating molecular interactions. Quantum computing supports medical research and education through quantum machine learning and AI, enhancing healthcare solutions' quality, efficiency, innovation, and cost-effectiveness. Nevertheless, it faces hurdles like technical, ethical, social, and legal issues, including scalability, reliability, security, bias, accountability, and regulation.

These emerging technologies are improving the whole healthcare system. However, their widespread adoption faces significant hurdles encompassing technical, social, ethical, and legal aspects. A better understanding of their potential and future implications with global action and collaboration of local, national, and international healthcare stakeholders can alleviate these concerns.

Alhosn App: Digital Tool of Healthy UAE

By Harshad Hussain B



The country's health authorities have launched an updated version of the AlHosn app, a digital healthcare platform that now includes comprehensive vaccination records for children from birth until they turn 18. This upgrade reaffirms the UAE's steadfast commitment to its National Immunization Program, highlighting the nation's ongoing efforts to enrich the healthcare system and shield the community from infectious diseases.

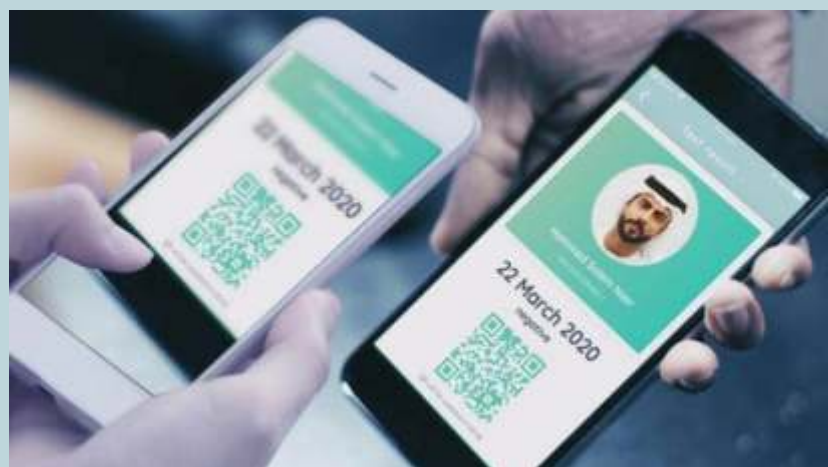
As technology and innovation continue to advance rapidly, healthcare systems worldwide are embracing digital tools to improve public health outcomes. The United Arab Emirates (UAE) is a global leader in harnessing the power of digital technologies to improve public health outcomes, creating a healthier future for its younger generations.

The country's health authorities have launched an updated version of the AlHosn app, a digital healthcare platform that now includes comprehensive vaccination records for children from birth until they turn 18. This upgrade reaffirms the UAE's steadfast commitment to its National Immunization Program, highlighting the nation's ongoing efforts to enrich the healthcare system and shield the community from infectious diseases.

From Contact Tracing to National Healthcare

The AlHosn app is a shining example of adaptability and an unyielding allegiance to public health excellence. Originally introduced as the official UAE app for contact tracing and COVID-19 health-related information, The app has undergone a transformative evolution. It has now become the UAE's primary digital healthcare platform for vaccinations and more, responding to the dynamic needs of the nation in its aspiration for a healthier populace.

Gaining access to the Future of Vaccination Records



The latest version of AlHosn is more than just an app; it represents a major breakthrough in the UAE's smart healthcare transformation journey. Dr. Hussain Al Rand, Assistant Undersecretary for Public Health at the Ministry of Health and Prevention (MoHAP) emphasized that this update marks a significant milestone in the nation's commitment to optimal health coverage.

By providing parents and guardians access to their children's vaccination records as part of the National Immunization Program, the app empowers individuals with vital information to make informed healthcare decisions.

Guardian of Public Health

The UAE government has taken a proactive stance on vaccinations, mandating them for children from birth through Grade 11. These vaccinations encompass a spectrum of diseases, including tuberculosis, hepatitis B, polio, tetanus, and many more.

The government recognizes that vaccinations are one of the most efficient



يمكن التنقل للتحقق من
تفاصيل التطعيمات
وحالات أخذهم من خلال
صفحة التطعيمات

USERS CAN NAVIGATE
TO CHECK DETAILS OF
GIVEN AND DEFERRED
VACCINATIONS



preventive measures against infectious diseases. To ensure optimal health coverage and sustain high vaccination rates, the UAE has leveraged smart technologies and applications to create diverse communication channels with the community.

Empowering Families with Digital Solutions

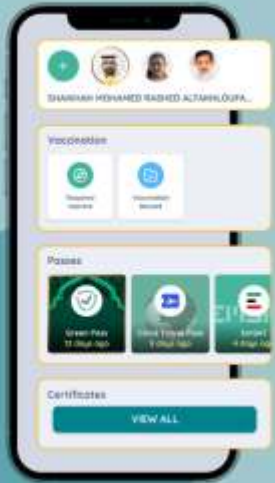
The enhanced ALHosn application, now hosted on the national cloud, is a result of collaborative efforts with the "Riayati" digital platform, an integral component of the National Unified Medical Record (NUMR). This update introduces a wide range of digital solutions designed to assist families in monitoring their children's vaccination status with ease and convenience. The user-friendly interface adheres to the highest standards, ensuring seamless usage for all individuals, regardless of their level of tech-savviness.

Moreover, this upgrade guarantees users access to accurate and reliable information, thanks to the collaborative efforts between MoHAP and local health authorities. This commitment to providing trustworthy information is crucial in promoting vaccine uptake and fostering confidence in the vaccination process.

Global Recognition for Excellence and a Vision for the Future

The ALHosn app has not gone unnoticed on the global stage. Since its inception, it has received prestigious international accolades, including the Stevie Award for International Business, the Global Excellence Award in the Best Smart App category, and the Best in Mobile Digital Health Resources category within the Digital Health Awards program in the United States. These awards underscore the app's outstanding contributions to innovation and organizational excellence on a global scale.

Furthermore, the latest app upgrade reflects the UAE's visionary approach to digital healthcare. It epitomizes a strategic vision that aspires to safeguard the health and wellness of every member of society. This app has transformed into an all-encompassing digital hub that adeptly caters to the evolving needs of UAE families through all phases of their lives. This convergence of global recognition and a forward-looking vision solidifies ALHosn's position at the forefront of digital healthcare innovation, promising a brighter and healthier future for all.



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Paving the Way to a Healthier Tomorrow

The UAE's commitment to public health and non-stop pursuit of excellence in healthcare is exemplified in the latest upgrade of the ALHosn app. By providing comprehensive vaccination records for children and ensuring easy access to accurate information, this app plays a pivotal role in strengthening the nation's vaccination coverage. It reinforces the UAE's dedication to preventive healthcare measures and its role as a global leader in digital health innovation.

As the UAE continues to transform its healthcare system, it emerges as a beacon of innovation and excellence, inspiring a healthier, more resilient future for its citizens. Through the ALHosn app and other groundbreaking initiatives, the UAE is pioneering a new era of healthcare, where accessibility and personalization are paramount. In this era of realignment, the UAE exemplifies the transformative power of technology to revolutionize public health, creating a brighter, healthier future for all.

إدارة ملفات المستخدمين
وحالاتهم

USERS CAN MANAGE
USER PROFILES AND
STATUS



Emirates Health Services Enhances Patient Monitoring with AI System Deal

Abu Dhabi: Emirates Health Services (EHS) has taken a significant step towards advancing patient care through cutting-edge technology. In a recent development, Dr. Mohammad Salim Al Olama, Chairman of the Board of Directors of Emirates Health Services, presided over the signing of a memorandum of understanding (MoU) between EHS and Care.AI in Dubai.

The MoU's primary objective is to introduce Generative AI technology to boost patient room monitoring systems within EHS healthcare facilities. This strategic partnership aligns with the government's healthcare priorities and aims to elevate the quality of healthcare services provided by EHS.

Dr. Yousif Mohammed Al Serkal, Director General of EHS, and Chakri Toleti, CEO of Care.AI, inked the MoU in the presence of key representatives from both organizations. The collaboration will focus on implementing the care.ai system across various EHS departments, including emergency departments, operating rooms, intensive care units, neonatal units, and more, with the goal of enhancing patient care and experience.



The care.ai platform utilizes Generative AI to categorize patients based on various parameters, including mental well-being, infection prevention, and timely medical responses. It streamlines workflow procedures, enhances productivity, and automates administrative tasks, ultimately improving healthcare efficiency.

The collaboration also includes Care.ai's Smart Care Facility Platform, which utilizes data from ambient sensors, biometric devices, and electronic health records to offer valuable insights into patients' health trends and conditions. This platform empowers AI to predict health issues, propose interventions, and improve healthcare processes over time, ultimately enhancing the patient experience.

With a focus on privacy and security, the Patient Room Control System adheres to EHS's policies and the State's ICT laws and cybersecurity standards to protect patient data effectively. This partnership between EHS and Care.AI promises to bring revolutionary advancements in patient care and healthcare services, positioning EHS as a leader in healthcare provision not only in the UAE but also on a global scale.

DoH and Microsoft Collaborate to Advance AI and Digital Tech in Healthcare

Dubai: The Department of Health – Abu Dhabi (DoH) and Microsoft have signed an agreement to collaborate on advancing the use of AI and digital technology in the healthcare sector.

Through the agreement, the two entities will explore the potential of leveraging AI platforms for innovation in healthcare, including to improve patient outcomes, increase efficiencies, and enhance health research and services.

As part of the agreement, the two parties will create a joint working group to facilitate collaboration and communication on this project. The group will study the development and deployment of AI technologies, sharing best practices and lessons while also identifying challenges and barriers that could arise from their use.



The collaboration will also explore the deployment of an employee experience platform that can gather real-time insights to enable smarter working, enhanced performance, and an improved workplace culture at the Department of Health (DoH).

The agreement is expected to present multiple opportunities for cross-industry learning, including in terms of healthcare knowledge for generative AI technologies. In turn, AI has the capacity to support decision-making in the healthcare sector by identifying areas of concern and predicting the impact of new regulations and policies. The DoH remains committed to safeguarding data integrity and privacy as it looks into integrating the most advanced solutions towards improving health services in Abu Dhabi.

Qatar: QCRI integrates Huawei Watch GT 4 in health research for SIHA

Doha: The Qatar Computing Research Institute (QCRI) at Hamad Bin Khalifa University and Huawei Consumer Business Group (CBG) have announced a groundbreaking collaboration to advance the development of the Smart Individualized Health Analytics (SIHA) platform.

The partnership leverages QCRI's leadership in artificial intelligence (AI) and Huawei's cutting-edge wearable technology, the Huawei Watch GT 4. The smartwatch is equipped with advanced sensors and health monitoring features, allowing it to track a wide range of health metrics, including heart rate, sleep patterns, blood oxygen levels, and stress levels.

The integration of the Huawei Watch GT 4 into the SIHA platform provides researchers at QCRI with access to a treasure trove of real-time health data. This



data is vital for developing personalized healthcare solutions and addressing chronic diseases.

One of the key goals of the collaboration is to develop personalized health insights and recommendations for users of the Huawei Watch GT 4. This aligns with QCRI's mission to improve chronic disease management by tailoring healthcare solutions to individual needs.

Researchers at QCRI will also use the data from the Huawei Watch GT 4 to identify trends, develop predictive models, and refine personalized health recommendations. This work has the potential to transform healthcare and improve the lives of millions of people.

The collaboration between QCRI and Huawei represents a significant leap forward in the integration of technology and healthcare. It is also in line with QCRI's drive to establish itself as a leading force in driving substantial advancements while yielding invaluable insights and innovations that will benefit individuals and the healthcare industry with wearable technology and AI-driven healthcare solutions.

Saudi Healthcare Giant, Fakeeh Care, Explores IPO Option with HSBC's Advisory

Dubai: Reuters reported that in a bid to expand and further enhance medical services in the Kingdom of Saudi Arabia, Fakeeh Care, one of the nation's largest private hospital groups, is reportedly contemplating an initial public offering (IPO) to sell a 30 percent stake, according to sources with insider knowledge. The family-owned business, renowned for its hospitals in Jeddah and Riyadh, has enlisted the advisory expertise of HSBC for the potential IPO, though sources have requested anonymity as the matter remains confidential.

Fakeeh Care has yet to issue an official comment on the matter, and HSBC has declined to provide any statements. The hospital group's origins trace back to 1978 when it inaugurated its first hospital, named in honor of its late founder, Dr. Soliman Fakeeh.

With an impressive aggregate bed capacity exceeding 1,400 and a dedicated team of over 1,000 doctors and 2,000 nurses, as reported on its website, Fakeeh Care plays a vital role in the healthcare landscape of Saudi Arabia.

This strategic move aligns with Riyadh's efforts to diversify its capital markets and reduce its reliance on oil revenue, fostering a climate favorable for family-owned companies to



pursue public listings. The Saudi Exchange, the largest and most liquid stock market in the Arab world has witnessed a surge of healthcare sector listings in recent years, including entities like Dr. Sulaiman Al Habib Hospitals Group, Al Nahdi Medical Co (a pharmaceutical group), and Jamjoom Pharmaceuticals Factory Co (a generic drugmaker).

To bolster healthcare and social development, Saudi Arabia has allocated a substantial 189 billion riyals (\$50.4 billion) in its 2023 budget, marking it as a top priority following military expenditures. The IPO market in the Middle East has seen remarkable activity, with companies raising a notable \$5.3 billion in the first half of the current year, the highest level in 15 years, excluding last year, which was a standout period for IPOs, according to Refinitiv data, as reported by Reuters.

MERS-CoV Cases Reported in Saudi Arabia Raise Concerns

Riyadh: MERS-CoV, a concerning virus in Saudi Arabia, emerged from September 2022 to August 2023. The Kingdom reported three cases, with two being fatal in Riyadh, Asser, and Makkah Al Mukarramah. All three victims weren't healthcare workers and displayed symptoms like fever, cough, and breathlessness. Two had contact with camels, revealing its zoonotic nature. They had consumed raw camel milk within 14 days before symptoms.

Since its 2012 discovery in Saudi Arabia, MERS-CoV has spread to 27 countries, predominantly affecting Saudi Arabia. It usually transfers from camels to humans, with limited human-to-human transmission. The global MERS-CoV cases dropped due to

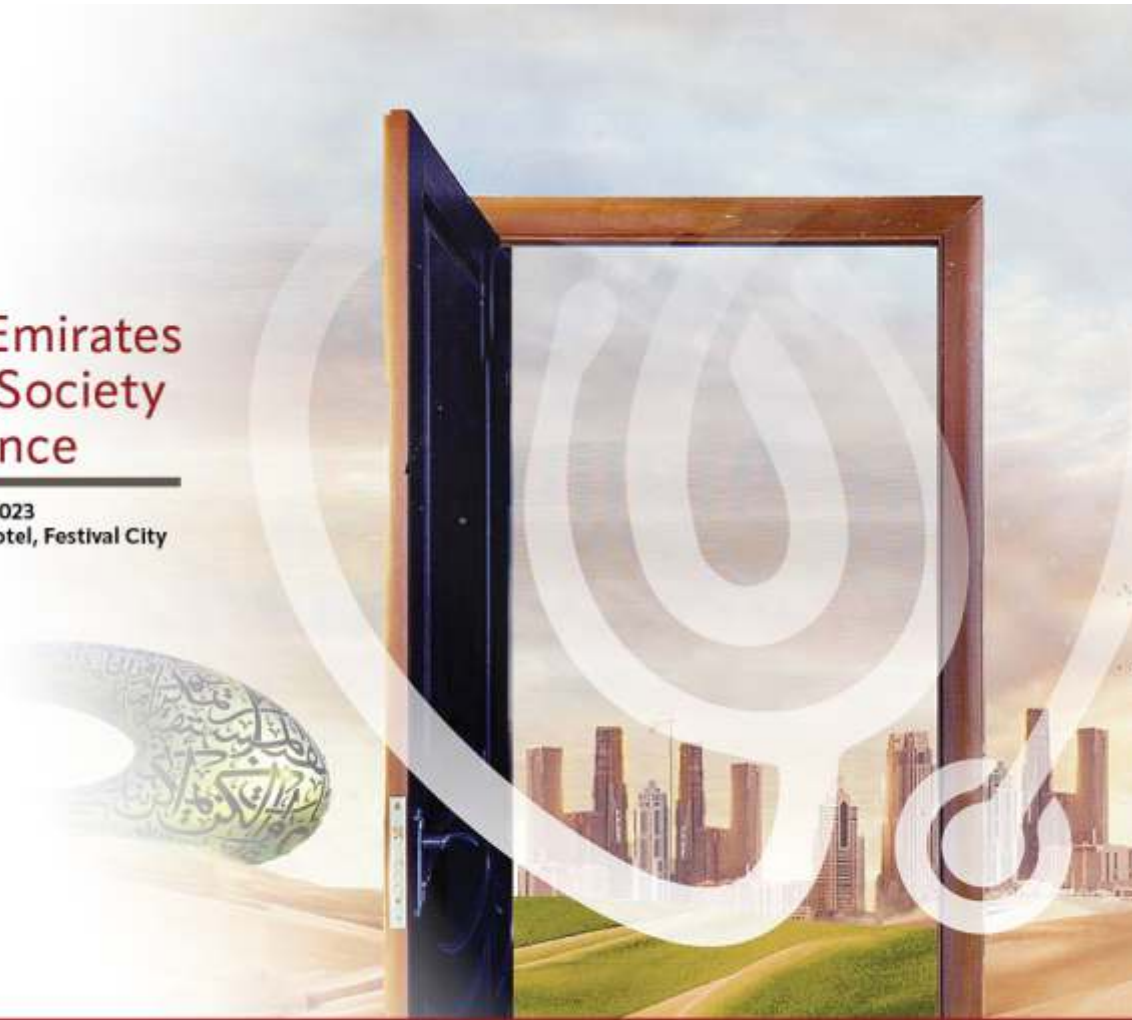


COVID-19 surveillance, but Saudi Arabia is enhancing testing during the pandemic. The World Health Organization (WHO) calls for robust respiratory infection surveillance, symptom recognition, and infection control in healthcare settings.

With no treatment or vaccine, precautions involve avoiding camels, good hygiene, and not consuming raw camel milk. WHO doesn't recommend special screenings or travel restrictions but monitors the situation. This update underlines the ongoing MERS-CoV risk and the need for vigilance and preventive measures in affected regions.



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



Multispecialty hospital with 175 beds opens in Muscat, Oman

Muscat: Aster DM Healthcare, a leading integrated healthcare provider in the GCC and India, has opened a new state-of-the-art multispecialty hospital in Muscat, Oman. The Aster Royal Al Raffah Multispecialty Hospital is a 175-bed facility that offers a wide range of specialized services, including advanced cardiac care, interventional radiology, urology, dialysis, neuroscience, sports medicine and orthopedics, and interventional gastroenterology.

The hospital is equipped with cutting-edge technology and features several innovative features, such as a dedicated center for women and child health with a focus on natural birthing. It is also integrated with digital technology, including electronic hospital management systems, electronic medical records, and a secure patient portal.



Speaking at the inauguration, Dr. Azad Moopen, Founder Chairman and managing Director of Aster DM Healthcare, said that the new hospital is a testament to the company's commitment to making world-class healthcare services available in Oman. He added that the hospital is expected to help many patients from the Sultanate avoid traveling overseas to seek advanced medical care.

The Aster Royal Al Raffah Multispecialty Hospital is located just 14 minutes away from the international airport, making it convenient for both local and international patients.

PRODUCT LAUNCH

Siemens Healthineers Launches Acuson Origin at ESC 2023

Siemens Healthineers made waves at the European Society of Cardiology (ESC) 2023 event in Amsterdam from August 25-28, introducing the Acuson Origin1. This advanced cardiovascular ultrasound system, powered by AI, promises to transform cardiac procedures by simplifying diagnosis, reducing variability, and enhancing patient care.

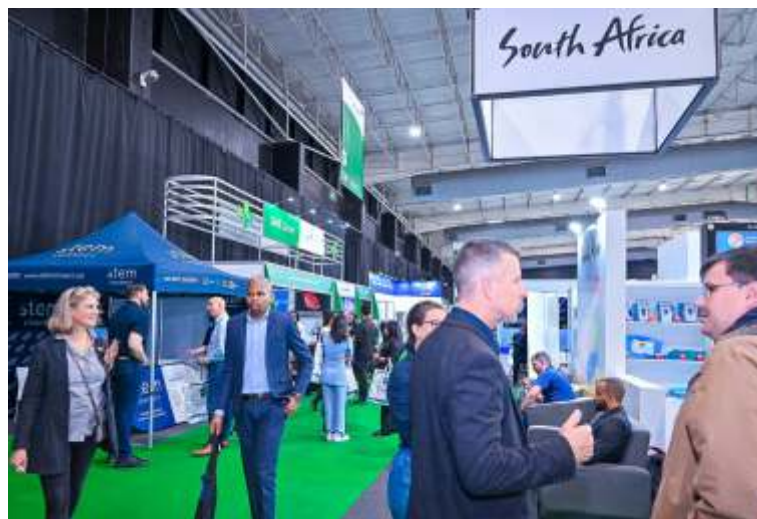
With the prevalence of cardiovascular diseases on the rise, the Acuson Origin comes at a crucial time, with a projected 46% increase in heart failure cases by 2030. It's designed to minimize the cognitive and ergonomic workload of cardiac exams, ensuring greater consistency and efficiency for users.

Acuson Origin's suite of AI-powered features includes over 500 automated measurements for echocardiography, streamlining workflows and reducing variability. It excels in automated cardiac contouring, enabling real-time cardiac view recognition.



17-19 October 2023
Gallagher Convention Center, South Africa





UPCOMING EVENTS



**Forbes MiddleEast
Healthcare Summit**

**08-10 October
Abu Dhabi**



**GCC PHARMACY
CONGRESS**

**27-28 October
Abu Dhabi**



**Global Health
Conference**

**29-31 October
Riyadh
Saudi Arabia**



**6th Edition
Healthcare Disrupter
Congress**

**31 October
Dubai**



**Global Health
Exhibition**

**29-31 October
Saudi Arabia**



**6th GCC eHealth
Conference**

**01-02 November
Dubai**



**14th Annual
Emirates Cardiac
Society Conference**

**24-26 November
Dubai**



**Digital Insurance
MENA 2023**

**27-29 November
Dubai**



**WORLD
PHARMACISTS DAY**
25TH SEPTEMBER



Ebla Khadra

Regulatory Affairs Specialist, UAE

On September 25th, we honor the invaluable contributions of pharmacists worldwide, this day reminds us of the vital role pharmacists play in healthcare sectors as partners who ensure our safety, provide guidance, and promote better health. As a pharmacist and sister of two pharmacists, I'm proud to be part of a profession dedicated to health and well-being and making a difference everyday. Happy World Pharmacist Day!"

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