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# MEDiWORLD
## Middle East


***Pharma Revolution***
**Abu Dhabi's Vision 2030: Strategic Partnership Enhances Global Healthcare Hub Status**

***Healthcare Destination***
**How Can Armenia's Cutting-Edge Healthcare Facilities Benefit Medical Tourists?**

***Exclusive***
# How is Pfizer
## Transforming Healthcare In MENA Through Innovation?



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*Clinical Molecular Geneticist in the UAE*


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MEDIWORLD Middle East

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**Middle East, Africa and Asia & Beyond**

MediWorld ME aims to create the ultimate platform to share the latest news, updates & developments from the healthcare & medical technology industry within & beyond the GCC countries

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# Editorial

## The UAE's Digital Health Path to a $4.42 Billion Market by 2030

The United Arab Emirates is leading a healthcare revolution, driven by the Ministry of Health and Prevention's innovative digital services that significantly enhance the patient experience.

Over the past decade, the UAE's healthcare landscape has transformed from a reactive 'sick care' approach to a proactive, technology-driven 'lifelong healthcare' model.

This evolution is powered by advancements in medical technology, AI predictive modeling, genomic sequencing, smart wearables, and telemedicine.

The rapid adoption of digital health applications and technological solutions highlights this impressive growth.

The UAE's healthcare market is projected to exceed $2 billion by 2025.

The digital health market alone is expected to grow from $1.06 billion in 2022 to $4.42 billion by 2030, with a remarkable CAGR of 19.6%, according to Insights10.

Today, over 80% of healthcare facilities in the UAE use electronic records, including the Universal Electronic Medical Record system, which maintains a comprehensive medical history accessible to any authorized practitioner in the country.

Additionally, Dubai recently marked a significant milestone by successfully delivering medication via drones, in collaboration with Fakeeh University Hospital at Dubai Silicon Oasis.

Moreover, the UAE's comprehensive registries for genetic disorders, alongside clinical trials and research studies, provide invaluable resources for healthcare professionals.

Projects like the Emirati Genome Program and the National Neonatal Screening Program, which screens newborns for 16 disorders, exemplify the UAE's commitment to cutting-edge medical practices.

In our exclusive coverage, we address inequities in healthcare through insightful conversations with experts. Dr. Ahmad Abou Tayoun, a clinical molecular geneticist in the UAE, discusses the future of healthcare and human genomics, highlighting challenges and groundbreaking advancements. Major Dr. Mohamed Al Marri, director of the Genome Center, Dubai Police, also shares his perspectives on this transformative field.

We also spotlight Pfizer's transformative efforts in healthcare across the MENA region. Through groundbreaking innovations and strategic initiatives, Pfizer is setting new benchmarks in patient care, pharmaceutical advancements, and healthcare delivery.

In our another in-depth feature, 'Lymphoma in Focus,' we sit down with Dr. Ansell to discuss the latest research and treatment strategies for lymphoma. His insights provide a comprehensive overview of current trends, breakthroughs, and future directions in the fight against this complex disease.

We always endeavor to provide you with the most relevant and topical medical news.

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**Ayesha Rashid**
***Editor in Chief***

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# How is Pfizer Transforming Healthcare In MENA Through Innovation?

Interview: Poonam Chawla
Edited: Ayesha Rashid

## Pfizer's commitment to advancing healthcare through cutting-edge technology and innovative therapies remains steadfast, poised to redefine the future of global health for generations to come

**Patrick van der Loo**
Pfizer's Regional President for the Middle East
Russia, and Africa (MERA),


**Since its founding in 1849 by Charles Pfizer and Charles Erhart, Pfizer has been a stalwart in advancing medicine and technology, shaping global health for 175 years.**

Throughout its history, Pfizer has pioneered transformative advancements that have touched the lives of millions worldwide.

As Pfizer commemorates its anniversary in 2024, it celebrates a legacy of groundbreaking achievements while looking forward with optimism and determination.

With a renewed focus on oncology and ongoing commitment to innovation, Pfizer remains dedicated to discovering new treatments and medications that improve patient outcomes across a spectrum of diseases and conditions.

Guided by a team of passionate scientists and supported by a workforce of nearly 80,000, Pfizer continues to drive medical progress, delivering over 300 medicines that make a tangible difference in patients' lives every day.

As Pfizer looks ahead, its commitment to advancing healthcare through cutting-edge technology and innovative therapies remains steadfast, poised to redefine the future of global health for generations to come.

Pfizer's Regional President for the Middle East, Russia, and Africa (MERA), Patrick van der Loo, underscores the company's steadfast dedication to advancing healthcare through innovative medicines, vaccines, and supply chain solutions in this interview.

He discusses Pfizer's pivotal role in addressing regional healthcare challenges, enhancing local infrastructure, and fostering professional development across diverse communities.

Patrick van der Loo highlights Pfizer's commitment to driving medical progress and improving patient outcomes throughout the MENA region, reflecting on the company's enduring legacy of innovation and its vision for the future of global health.

## Looking back on Pfizer's 175 years of history, what stands out to you as the company's most significant milestone or achievement?

Reflecting on Pfizer's 175-year history, it's challenging to pinpoint just one achievement. However, several milestones stand out as pivotal moments for the company.

First, the mass fermentation of penicillin during World War II stands as a critical breakthrough that saved countless lives and laid the foundation for Pfizer's future.

Second, our contributions to breast cancer treatments and recent advancements in lung cancer therapies represent significant strides in oncology.

Third, our pioneering work in developing the first mass-produced mRNA vaccine during the pandemic marks a historic achievement in public health.

Lastly, our commitment to improving access to healthcare for underserved communities globally underscores our broader impact beyond product successes.

These achievements collectively define Pfizer's legacy of innovation and societal contribution over the years.

## What are some of the most pressing healthcare challenges specific to the region that Pfizer is actively addressing?

The healthcare challenges in our region are diverse.

Firstly, there's a higher prevalence of certain diseases and conditions compared to other parts of the world, including infectious diseases and specific variants of cancers unique to this region.

Additionally, the socioeconomic disparity across countries here—from some of the wealthiest to the least developed—affects how healthcare and medicines are accessed and delivered.

These complexities underscore the need for tailored healthcare solutions that address varying health needs and economic conditions across different nations in the region.

## How does Pfizer contribute to enhancing local healthcare infrastructure and fostering professional development in the region?

We play several pivotal roles in the region. Firstly, ensuring access to medicines through patient access programs, which currently support over 15,000 patients across more than 30 programs in the MENA region. Additionally, through our "For a Healthier World" initiative, we make medicines available to low-income countries at cost-plus distribution, operating on a non-profit basis.

Another critical aspect of our contribution is providing medical education to physicians in underserved regions, bridging the gap with higher-income countries. Lastly, we engage in public-private partnerships, such as our collaboration with Higher Karema in Egypt, benefiting 4,500 underserved communities through educational initiatives. These efforts extend to high-income countries as well, where

we provide specialized training for advanced genomic conditions.

## What vision do you have for the MENA region?

My vision for the MENA region is to position it as a leader in Pfizer's global innovation efforts.

This includes enhancing access to novel medicines and fostering a vibrant healthcare community capable of conducting robust research and development tailored to the region's specific healthcare challenges, which differ from those in Europe and North America.

# Empowering Women, Transforming Societies:

## The Ripple Effect of Public Health

**Interview: Poonam Chawla**
**Edited: Ayesha Rashid**

**Dr. Khalifa Elmusharaf**
**Associate Professor and Director of the Public Health Program at the University of Birmingham, Dubai**

**Recently the world came together to celebrate World Health Day on April 7, the World Health Organization (WHO) brought to the forefront a significant theme to raise awareness and inspire action.**

This year's theme, 'My health, My Right', serves as a powerful reminder that our health is our most precious asset.

The WHO Council on the Economics of Health for All has found that at least 140 countries recognize health as a human right in their constitution.

Yet countries are not passing and putting into practice laws to ensure their populations are entitled to access health services. This underpins the fact that at least 4.5 billion people — more than half of the world's

**Poonam Chawla, Associate Publisher at Mediworld Middle East, recently sat down with Dr. Khalifa Elmusharaf, Associate Professor and Director of the Public Health Program at the University of Birmingham, Dubai.**

population — were not fully covered by essential health services in 2021.

This year's theme was chosen to champion the right of everyone, everywhere to have access to quality health services, education, and information, as well as safe drinking water, clean air, good nutrition, quality housing, decent working and environmental conditions, and freedom from discrimination.

The United Arab Emirates (UAE) stands as a testament to the transformative power of commitment to public health.

Over the past few decades, the UAE has made significant strides, earning top rankings in 14 global health indicators. The nation is at the forefront of adopting emerging technologies, such as artificial intelligence and big data, to develop innovative and comprehensive healthcare solutions.

Poonam Chawla, Associate Publisher at Mediworld Middle East, recently sat down with Dr. Khalifa Elmusharaf, Associate Professor and Director of the Public Health Program at the University of Birmingham, Dubai.

***Dr. Elmusharaf, with his extensive background in both clinical and public health spheres, shared his perspectives on the evolving landscape of public health education, the challenges of maternal health, and the economic implications of non-communicable diseases.***


## Can you discuss how your diverse qualifications and experiences have shaped your approach to public health education and research at the University of Birmingham?

That's a great question. I often say I have two hats: one as a clinician and another in public health. Initially, I trained as a medical doctor and worked as an obstetrician-gynecologist, focusing on maternal health. Later, I transitioned into public health. My journey started in Sudan, where I completed my medical degree. In 2008, I moved to Ireland to pursue a PhD funded by the Irish State, focusing on health system research and maternal healthcare in conflict settings.

My career path has taken me across various institutions, including the Royal College of Surgeons in Ireland and the University of Limerick. I even spent time in Bahrain establishing a new public health department. Now, at the University of Birmingham in Dubai, I'm leveraging over 25 years of experience to build a robust Master of Public Health program. This diverse background helps me blend clinical insights with public health strategies, fostering a comprehensive approach to education and research.

## What are the most significant challenges and opportunities you see in addressing maternal health and the rise of non-communicable diseases, both in the UAE and globally?

For maternal health, we need to emphasize pre-conception care. It's too late to start interventions during pregnancy. Our focus should be on improving health before conception, which includes addressing early child marriage and female genital mutilation, and promoting adolescent health.

Regarding non-communicable diseases (NCDs), we conducted a study in 2019 that highlighted the economic burden these diseases place on the GCC countries, costing over $50 billion annually. We need to build a case for investing in the prevention and control of NCDs, such as obesity and hypertension. This investment will reduce the economic strain and improve overall health outcomes.

## How does your role as an associate editor for various academic journals influence your work and perspective on public health issues?

Serving as an associate editor allows me to ensure that published research addresses real-world needs and maintains high standards. I work with journals like BMC Health Services Research and International Health to set thematic directions and rigorously review submissions. This role helps me stay updated on the latest research and apply those insights to my work in academia and public health.

## What are the key strategies and interventions that can reduce maternal mortality and ensure safe pregnancies and childbirth globally?

As mentioned, pre-conception care is crucial. Additionally, improving access to care is essential, both from a supply and demand perspective. Engaging communities, fostering intergenerational dialogue, and empowering women to make informed health decisions are vital strategies. We recently discussed in a webinar the importance of investing in women, which significantly impacts not just health but also economic outcomes.

Can you elaborate on the economic benefits of investing in women's health?

Investing in women's health is not just a health issue but an economic one. A healthy woman contributes to her family, society, and economy. Studies show that for every dollar spent on preventing and controlling NCDs, there is a five-dollar return on investment. This underscores the importance of viewing health expenditures as investments rather than costs.

## How do you see healthcare providers being better equipped or trained to address these challenges?

We need to shift from traditional teaching methods to competency-based education. This approach focuses on equipping healthcare providers with transferable skills that enhance patient outcomes. At the University of Birmingham, we minimize lectures and emphasize hands-on experiences and critical thinking. This prepares students to apply their knowledge effectively in real-world settings.

## What global initiatives and policies can help foster a more holistic approach to women's health?

We need to emphasize equity and understand the broader social and economic impacts of women's health. According to a recent World Economic Forum report, women spend 25% more time in poor health than men. Addressing this requires a multifaceted approach, including better healthcare, education, leadership opportunities, and economic participation. Empowering women leads to healthier families and communities, ultimately benefiting the entire society.


# Abu Dhabi's Vision 2030: Strategic Partnership Enhances Global Healthcare Hub Status

By Ayesha Rashid

Abu Dhabi's Department of Health (DoH), Abu Dhabi Investment Office (ADIO), Etihad Airways and AD Ports Group have formed a strategic partnership to position Abu Dhabi as a global pharmaceutical and life sciences distribution hub. Signed during the BIO International Convention 2024 in San Diego, this collaboration aligns with the Abu Dhabi Economic Vision 2030, aiming to attract investment, enhance healthcare outcomes and drive economic growth by leveraging advanced logistics and regulatory frameworks

**Abu Dhabi (DoH), the Abu Dhabi Investment Office (ADIO), Etihad Airways, and AD Ports Group, have entered a partnership to strengthen Abu Dhabi's capabilities as a global pharmaceutical and life sciences distribution hub, leveraging its strategic location, lucrative investment opportunities and advanced logistics capabilities.**

In the presence of Mansoor Ibrahim Al Mansouri, Chairman of DoH, the partnership was signed by Dr. Asma Ibrahim Al Mannaei, Executive Director of the Research and Innovation Centre at DoH, Khalifa Al Mahmoud, Acting Director of Investor Attraction at ADIO, Stanislas Brun, Vice President of Etihad Cargo, and Mansoor Al Marar, Vice President, Industrial Business Development at Khalifa Economic Zones Abu Dhabi (KEZAD Group), a subsidiary of AD Ports Group. The partnerships were signed during the BIO International Convention 2024 in San Diego, in the US.

## Driving Economic Growth and Job Creation for Emirati Citizens

In line with the Abu Dhabi Economic Vision 2030, the strategic partnership is a pivotal step in Abu Dhabi's ongoing efforts to become a leading healthcare destination in the global healthcare landscape.

The collaboration aims to create attractive value propositions for pharmaceutical, biotechnology, and medical technology companies to establish their operations in Abu Dhabi by capitalising on DoH's world-class regulatory framework, ADIO's attractive investment platform, Etihad Cargo's expertise in air freight, and AD Port Group's robust logistics infrastructure.

Dr. Asma Ibrahim Al Mannaei, Executive Director of the Research and Innovation Centre at DoH, said, “Leveraging Abu Dhabi's strategic location at the gateway to the MENA region, we are pleased to partner with world-class leaders in investment and logistics, offering advanced infrastructure with easy access to regional and global markets. This MoU reaffirms DoH's commitment to leading the transformation of the regional healthcare ecosystem.

“Our vision is to create a healthcare environment where patients have access to the latest treatments and medical technologies. By establishing a robust healthcare and life-science distribution hub, we are poised to enhance healthcare outcomes and improve lives across the region. The establishment of this distribution hub will not only solidify Abu Dhabi's position as a critical player in the global pharmaceutical industry, but also drive economic growth and job creation for Emirati citizens in the healthcare and logistics sectors.”

## Etihad Cargo's Commitment to Global Healthcare Distribution

As part of the agreement, the entities will work together to ensure timely access to innovative healthcare products for patients across the region, enhancing Abu Dhabi's role in global pharmaceutical supply chains.

Aligned with the emirate's economic aspirations, the collaboration is expected to attract significant investment in healthcare and logistics, promoting sustainable economic growth and diversification within the healthcare and life sciences sectors.

The partnership also includes plans to support local manufacturing and packaging of pharmaceutical and biotechnology products, in addition to local capability enhancement.

BaDr. Al Olama, Director-General of ADIO, said, "Abu Dhabi has made supporting the healthcare and life sciences industry a strategic priority, benefiting our nation and the world. Today, Abu Dhabi stands as a leading hub in this field, with advanced infrastructure and supportive regulations enabling a vibrant community of health-tech companies. This partnership will drive further collaboration to expand the Abu Dhabi ecosystem and unlock new opportunities for the sector's leading innovators and companies."

Stanislas Brun, Vice President of Etihad Cargo, said, "Etihad Cargo is committed to

supporting Abu Dhabi's vision of becoming a global hub for healthcare and life sciences distribution. This MoU, in partnership with the Department of Health – Abu Dhabi, ADIO and KEZAD, is a major step towards enhancing the UAE's strategic importance in the global pharmaceutical supply chain and ensuring greater access to innovative healthcare products for patients in the region and beyond. We are closely working with the relevant stakeholders to ensure the development of our dedicated healthcare and life sciences PharmaLife product matches the industry and regulations requirements."

## Leveraging Strategic Location and World-Class Logistics

Mansoor Al Marar, Vice President, Industrial Business Development at KEZAD Group, said, "At KEZAD Group, we are thrilled to be part of this landmark agreement. The collaboration between the Department of Health – Abu Dhabi, ADIO, Etihad, and AD Ports Group represents a significant step forward in establishing Abu Dhabi as a premier global hub for pharmaceutical and life sciences distribution.

**"This partnership will enhance Abu Dhabi's regional and global competitiveness and ensure timely access to innovative healthcare products by leveraging KEZAD Group's strategic location, world-class logistics infrastructure, and robust investment environment. We are committed to supporting this initiative and playing a pivotal role in transforming Abu Dhabi into a leading destination for healthcare and life sciences industries."**

Led by DoH, a high-profile Abu Dhabi delegation headed by Mansoor Ibrahim Al Mansoori, Chairman of DoH, had visited the US from 29th May to 5th June 2024 to showcase the emirate's partnership opportunities and explore collaboration with leading organisations in research and development (R&D), manufacturing and innovation.

Starting in Philadelphia, delegates met with existing and new partners to foster collaboration with leading education research institutions, governmental bodies and health-tech giants.

The transnational mission has culminated in San Diego, coinciding with Abu Dhabi's participation at BIO International Convention 2024 to exhibit the emirate's growth and development of its biotechnology industry. The participation has witnessed in-depth discussions, shared insights and expertise, as well as explored collaborations in health-tech, life science and innovation.

MEDIWORLD Middle East

# Genomics in the UAE: Bridging the Gap Between Innovation and Healthcare

**Exploring how the UAE's investments in genomic medicine are setting a global benchmark and revolutionizing healthcare through personalized treatments and innovative research**

Interview: Poonam Chawla
Edited: Ayesha Rashid

**In recent years, the UAE has emerged as a leader in the field of genomic medicine, making significant investments to harness the power of genetics in improving healthcare outcomes.**

One of the key initiatives in this realm is the mandatory pre-marriage mutual check for all citizens and residents, aimed at identifying and screening individuals at risk for genetic disorders.

This proactive approach enables the implementation of preventative measures and personalized treatments, reflecting the UAE's commitment to cutting-edge medical practices.

Central to this genomic revolution are the Dubai Genome Center and the Abu Dhabi Genome Center.

These state-of-the-art facilities provide advanced genomic services and research opportunities, driving forward innovations in genomic testing technology to enhance both accuracy and cost-effectiveness.

Complementing these efforts, the UAE has established comprehensive registries for individuals with genetic disorders as well as clinical trials and research studies, serving as invaluable resources for researchers and healthcare professionals.

The Centre for Arab Genomic Studies (CAGS) plays a crucial role in the regional context, focusing on the identification of disease-causing genes within the Arab population and promoting public awareness about genetic diseases.

Notable projects include the Emirati Genome Program, a national initiative aimed at using genomic data to improve the health of UAE nationals by mapping their gene sequences to aid in the prevention and treatment of chronic diseases.

Additionally, the National Neonatal Screening Program, which achieved 95% coverage in 2010, screens newborns for 16 disorders, ensuring early detection and intervention.

With these pioneering efforts, the UAE is not only transforming its healthcare landscape but also setting a benchmark for genomic medicine on a global scale.

In addition to the focus on genetic disorders, the UAE is also investing in technology and infrastructure for genomics medicine more broadly.

For example, the Abu Dhabi Health Services Company (SEHA) has established a genetics laboratory that provides genetic testing services for patients.

Additionally, the UAE Genomics Program is working on improving the use of genomics in precision medicine, which allows for the personalized treatment of various diseases, such as cancer.

## Harnessing the Human Genome

The overwhelming recognition of the stark lack of diversity in large-scale international human genomic initiatives highlights the minimal inclusion of individuals from less-resourced countries and underrepresented groups. This disparity limits the ability to derive equitable benefits from genomic medicine and presents potential negative consequences. To address this inequity, we engaged in a detailed conversation with Dr. Ahmad Abou Tayoun, clinical molecular geneticist in the UAE.

In this interview, he talks in depth about the future of healthcare and human genomics, exploring the challenges and groundbreaking advancements in this transformative field.

## We also spoke on the same subject with Major Dr. Mohamed Al Marri, director of the Genome Center, Dubai Police.

**What are the most pressing health challenges related to the human genome that we face in 2024? How have advancements in genomic research changed our understanding of genetic diseases in recent years?**

The answer to that question is very difficult. Currently, genomics is facing a number of challenges that it has never faced before. The first

Dr. Ahmad Abou Tayoun
Clinical Molecular
Geneticist in the UAE

one is dealing with the enormous amount of data that we are generating at the moment. Taking all this data into account requires the use of a lot of artificial intelligence models in order to make sense of it. Managing the sheer amount of data coming from a wide variety of sources and making sense of it in a biological context is a significant challenge.

**When discussing innovations in technology, what is the most significant impact that innovation can have on genomic research and health?**

**A number of innovations have profound impacts that are interconnected with one another. To identify patients suffering from certain diseases, technology must be used to pinpoint genetic mutations or errors that are causing those diseases in the first place. Technology such as DNA sequencing is one of the most important tools used in diagnostics and is constantly evolving.**

There is no doubt that when we generate vast amounts of data, computational analysis, artificial intelligence, and machine learning become imperative for interpreting and analyzing this information. To achieve accurate diagnoses using genomic data in conjunction with health information is highly challenging, so AI and data analysis are essential for achieving accurate results. Last but not least, we have seen advances in genome editing and gene therapy as a means of treating patients, which are constantly evolving to meet the needs of better treatment.

**How is genomic data being utilized to predict and prevent diseases today? And what are the ethical concerns arising from the increased use of genomic data in healthcare?**

The DNA sample that you provide for genome testing can provide a lot of information about the person, including information about potential diseases, as a result of the test. There are several major ethical concerns in these types of research projects, including the need to ensure that participants in these projects sign a consent form, which includes full disclosure about how their sample will be used. There is no doubt that informed consent is essential, especially in large-scale projects, and that individuals must be informed how their genome sequences will be used by researchers in order to complete these studies.

**What are the main barriers you see in the field of genomics, particularly concerning technology?**

At the moment, the bottlenecks lie in the analysis of the data. With technological advancements, it has become easier to sequence a full genome, but a single genome can generate a huge amount of data, ranging from gigabytes to terabytes. A substantial amount of computational power, a large number of data servers, as well as a trained team of computational scientists are required to extract clinically relevant information from these data. It is true that this is a challenge, but it is also an opportunity, and the field is moving towards investing more in computational data analysis as well as developing new tools.

**Can you discuss how personalized**

**medicine, based on genomic information, is transforming patient care? - What are the limitations and challenges of implementing personalized medicine on a large scale?**

In order to make personalized medicine effective globally, we are going to need data from a variety of populations. The vast majority of data collected in Western Europe is not directly applicable to populations in the Middle East, South Asia, or East Asia, as most of these data come from Western Europe. For precision medicine to be tailored to the needs of these populations, it is necessary to generate data from each region.

**What future innovations do you anticipate will revolutionize how we approach genetic diseases today?**

In order to make personalized medicine effective globally, we are going to need data from a variety of populations. The vast majority of data collected in Western Europe is not directly applicable to populations in the Middle East, South Asia, or East Asia, as most of these data come from Western Europe. For precision medicine to be tailored to the needs of these populations, it is necessary to generate data from each region.

**How do you foresee the role of CRISPR and other gene-editing technologies evolving in the next decade?**

The CRISPR system plays a crucial role in understanding how mutations affect the body. In the past, we have traditionally used mouse models to study a new mutation in order to study it. The CRISPR technology makes it possible to knock out specific genes by using these mutations in combination with CRISPR. By doing this, we are able to speed up the process exponentially. There is no doubt that CRISPR is crucial not only for understanding mutations but also for editing them in patients with diseases to treat their symptoms.

**How do you see big data and biobanks evolving in this process of new innovation?**

There is an expansion of biobanks and disease cohorts all over the world. Data sharing across boundaries and geographies is one of the challenges in the development of this technology. Taking samples from populations that differ from each other is essential to an in-depth understanding of the human genome. Using data from different regions of the world can be a helpful way to uncover aspects of the genome that might be overlooked by other researchers. It is true that regulations present challenges, however technological advancements and an increasing awareness about precision medicine are driving the advancement of the field. The private sector and the public sector are supporting such initiatives, and with this momentum, we should be able to overcome the regulatory obstacles that still stand in our way.

**What impact will these innovations have on the cost for patients?**

**In order to keep costs down, companies are becoming more competitive among themselves. After 11 years and a cost of $3 billion, the first human genome sequence was completed. The cost of the service today is much less than $1,000 and it can be completed in two or three days. As a result, it is still difficult to generate meaningful genomic data that provides clinically relevant information without significant resources being allocated to it. It remains a challenge to interpret the data in a way that is accurate for clinical application, emphasizing the need for advancements in computational data analysis to be made.**

**You are also involved with the Mohammed bin Zayed University for research and training. How are educational institutions preparing the next generation of healthcare professionals to handle genomic data and innovation?**

For advanced genomics programs to be built and sustained, the next generation needs to be trained. At Dubai Health, we have integrated clinical practice with academic training as part of our mission. The work I do in my laboratory consists of diagnostics and research, as well as the training of Ph.D. and Master's students in genomics. As part of this program, students work on translational and clinical implementation projects, gaining hands-on experience in the process. As a result of this approach, genomics programs will be able to maintain their continuity and grow while advancing science, supporting patients, and training future healthcare providers.

# Lymphoma in Focus: Dr. Ansell on the Latest Research and Treatment Strategies

**Lymphomas are a group of cancers that originate in the lymphatic system, which includes the various lymph glands scattered throughout the body.**

Dr. Stephen Ansell
M.D., Ph.D.

These cancers arise when abnormal white blood cells begin to proliferate uncontrollably.

Lymphomas are the sixth most prevalent form of cancer globally, excluding non-melanoma skin cancers.

### There are two primary types of lymphoma, each with distinct patterns of spread and treatment approaches:

1. Non-Hodgkin Lymphoma (NHL): This type accounts for approximately 90% of all lymphoma cases.

2. Hodgkin Lymphoma (HL): Characterized by its unique appearance in biopsy samples, Hodgkin lymphoma represents the remaining 10% of lymphoma cases.

### Lymphoma signs and symptoms

1. Unexplained fever.
2. Swelling of one or more lymph glands such as in the neck or armpits.
3. Swollen abdomen.
4. Abnormal sweating, especially at night.
5. Tiredness.
6. Loss of appetite.
7. Bruising or bleeding easily.
8. Weight loss.
9. Frequent infections.
10. Cough, chest pain or problems breathing.
11. Rash or itching.

### Treatments for Lymphoma

Chemotherapy is usually the first treatment doctors try to treat lymphoma, including the two most common forms: non-Hodgkin and Hodgkin.

But alternatives to chemotherapy are developing, as first-line treatments and as backup options according to Mayo Clinic.

There were roughly a half-million new cases of non-Hodgkin lymphoma and 82,409 new cases of Hodgkin lymphoma in 2022, making them the 10th and 26th most commonly diagnosed cancers that year, respectively, according to the most recent statistics from the World Health Organization's International Agency for Research on Cancer.

People with lymphoma may receive chemotherapy alone or a combination of chemotherapy and nonchemotherapy treatments.

Nonchemotherapy options include immunotherapy, chimeric antigen receptor-T cell therapy (CAR-T cell therapy), targeted therapy, bone marrow transplant and radiation therapy.

**Ayesha Rashid, Chief Editor of Mediworldme recently interviewed Dr. Stephen Ansell, M.D., Ph.D., a distinguished hematologist and oncologist at Mayo Clinic in Rochester, Minnesota, who also serves as the chair of the hematology division.**

Dr. Ansell's insights shed light on the latest advancements and provide new hope for those affected by this complex and challenging cancer.

### *Can you explain the differences between Hodgkin and non-Hodgkin lymphoma in terms of prevalence and symptoms?*

Hodgkin lymphoma is relatively rare while non-Hodgkin lymphoma is more common. Hodgkin lymphoma has rare cancer cells in the middle of many immune cells while non-Hodgkin lymphoma typically has many cancer cells. Both types of lymphoma present with enlarged lymph nodes and constitutional symptoms but Hodgkin lymphoma can sometimes present with itching.

### *What are the primary challenges in treating lymphoma that current chemotherapy treatments face?*

Chemotherapy typically causes low blood counts, hair loss and severe fatigue. However, the treatments usually result in substantial improvement in the disease and sometimes in cure. The challenge is to increase the cures while decreasing toxicity.

### *How do nonchemotherapy treatments like immunotherapy and CAR-T cell therapy specifically target cancer cells while minimizing damage to healthy cells?*

Immunotherapy and CAR-T cell treatment identify proteins that are uniquely on the cancer cells, and therefore, the effects are relatively specific to the lymphoma cells.

### *Could you describe the process and benefits of CAR-T cell therapy for lymphoma patients?*

The patient's own T-cells are engineered to specifically target the cancer cell. This requires removal of the T-cells, insertion

of a chimeric receptor, and administration after lympho-depleting chemotherapy. The treatment results in high response rates that are durable for approximately a third of patients.

### *What are the latest advancements in targeted therapy for lymphoma, and how do these treatments work?*

Targeted therapies specifically interfere with key signaling pathways that are necessary to help the cell survive.

### *How does the Mayo Clinic's Early Cancer Therapeutics Group contribute to the development of new treatments for lymphoma?*

New treatments need to be tested to prove that they are safe and effective. This is the role of the Mayo Clinic's Early Cancer Therapeutics group.

### *Can you discuss the potential long-term complications of lymphoma treatments and how your research aims to minimize these issues?*

Long-term side effects are typically on the bone marrow and other organs such as the heart. The research attempts to decrease the treatment to the least necessary to still get a good result and to identify targeted therapy that is spare healthy tissue.

### *How important is it for lymphoma patients to maintain a healthy diet and exercise routine during their treatment?*

The patient's ability to tolerate treatment is directly proportional to the likelihood of benefit. Maintaining a healthy lifestyle through exercise and diet will help.

### *Looking ahead, what do you see as the most promising areas of research and development in the treatment of lymphoma?*

Further improving immunotherapy is likely to improve the patient's outcome.

# UAE's TVM Capital Healthcare Secures $250M for Afiyah Fund, Boosting Saudi Healthcare Sector

TVM Capital Healthcare launched a $250 million Afiyah Fund LP, led by Saudi Public Investment Fund (PIF)-backed Jada Fund of Funds Company.

The transaction also included the participation of a group of Saudi, GCC, and European investors, according to a press release.

This marks the UAE-based healthcare private equity firm's second pool of capital in the Middle East since operating in the region in 2009.

The new fund builds on the firm's investments in the region to develop sustainable companies with growth prospects and strong management teams.

Bandr Alhomaly, Managing Director and CEO of Jada Fund of Funds, said: "The closing of the TVM Healthcare Afiyah Fund marks an important milestone in mobilizing private capital into Saudi Arabia's healthcare sector, and we are pleased to lead the investment, providing capital to support the development of the sector in line with Vision 2030."

Helmut M. Schuehsler, Chairman and CEO of TVM Capital Healthcare, noted: "We are uniquely positioned for success because our leadership team comprises executives with long-standing expertise in Europe and the U.S. who have built excellent international networks throughout their careers, alongside local Saudi healthcare experts."

"Plus, we have been investing in the GCC and Egypt for over 13 years, and more specifically, operating in Saudi Arabia since 2015 through our former portfolio companies, ProVita International Medical Center and Cambridge International Medical Center," Schuehsler added.

The Chairman concluded: "We are truly excited about our ability to enhance the local and regional healthcare ecosystem at a much larger scale, helping to improve access to high-quality patient care, medical products, and treatment regimens across the Kingdom."

# Saudi Arabia's amplifAI Health Joins Google's AI for Health Growth Academy as Sole Middle East Representative

amplifAI health, a healthtech startup headquartered in Saudi Arabia, is thrilled to announce its selection as a participant in Google's prestigious Growth Academy: AI for Health, joining the 2024 cohort. Out of numerous applicants spanning startups from Europe, Africa, and the Middle East, only 24 outstanding companies, including amplifAI health, were chosen for this unique opportunity. Notably, amplifAI health stands as the sole representative from the Middle East.

The co-founders of amplifAI health recently attended the program's kick-off event held at the PariSanté Campus in Paris. This event provided an invaluable platform for networking and knowledge sharing, with esteemed figures such as Google's Chief Health Officer, Karen DeSalvo, and the Director of PariSanté Campus, Professor Antoine Tesniere. During this event, amplifAI Health's co-founders had the privilege of engaging with Google's top-tier experts in AI, negotiation, sales, communication, and various other domains.

As participants in the AI for Health Growth Academy, amplifAI health will benefit from comprehensive support, including access to cutting-edge tools and strategies, workshops focused on AI best practices, leadership development sessions, and guidance in product design. These resources will play a pivotal role in advancing amplifAI Health's mission to enhance preventive care and early detection.

amplifAI health expresses immense gratitude for this opportunity and eagerly anticipates the collaborative journey ahead with Google and fellow startups within the cohort.

# Dr. María José Torres Elected First Spanish President of EAACI at Congress 2024

The Closing Ceremony of the EAACI Congress 2024, a meeting forum for experts in Allergy and Immunology from countries all over the world, has taken place.

At the closing of the Congress, Dr. María José Torres, Professor of Medicine and Head of the Allergology Service of the Regional University Hospital of Malaga, takes the lead as the new President of EAACI; she is the first Spanish professional to hold this position.

In her speech at a plenary session entitled "Drug allergy: today and tomorrow," Dr. Torres stressed that "drug allergy is a huge burden on healthcare systems and represents, in some cases, a threat to the patient's life."

In recent years, there has been a significant increase in interest in the design of predictive models to stratify patients' risk of being allergic. "It is essential to continue researching and working towards the goal of efficient precision medicine," says Dr. Torres.

Dr. Ioana Agache, who chairs EAACI's Research and Outreach Committee (ROC), details that "with allergic diseases and asthma as prototypical environmentally driven diseases, Planetary Health is another key feature of EAACI's research agenda."


The ROC's key objectives include being "the exchange platform for scientists across the EAACI Research Network, a space where to formulate recommendations and quality criteria, forge varied educational programs and ensure professional development opportunities through its collaboration with EAACI junior members and all other stakeholders," she notes.

The ERN (EAACI Research Network) seeks to identify and coordinate allergy and asthma research in Europe. "It currently includes almost 100 institutions from Europe and around the world. It should guide the future of allergy and asthma research in Europe and foster synergies and cooperation, reduce duplication of efforts and identify gaps and priorities that need the attention of funding organizations," concludes Ioana Agache.

# Omar bin Sultan Al Olama Highlights AI's Transformative Potential in UAE's Healthcare Sector

Omar bin Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications, emphasised the importance of expanding the scope of specialised dialogues in studying the impacts of artificial intelligence on vital sectors and its role in radically developing these sectors to shape a new landscape that integrates artificial intelligence into all work methodologies and life domains, contributing to shaping the future that the UAE, led by President His Highness Sheikh Mohamed bin Zayed Al Nahyan and under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, seeks to achieve. This transformation aims to solidify the UAE's leadership in the global digital race.

This came during his opening speech at the beginning of the second session of the 'Al Majlis' series, which focused on employing artificial intelligence in healthcare development. The sessions were organised in collaboration between the Artificial Intelligence, Digital Economy, and Remote Work Applications Office, and Google, as part of an initiative aimed at bringing together the government, academia, and the private sector for in-depth dialogues on artificial intelligence and its impact on various vital sectors.

Al Olama highlighted the importance of integration of work and objectives between governmental entities, the private sector, and academic institutions, enhancing partnerships and sharing ideas to build opportunities and confront challenges of artificial intelligence development alongside the growth of vital sectors, contributing to maximising the benefits of these technologies and enhancing the well-being in society.

This session of the Al Majlis series focused on exploring new frontiers in healthcare with artificial intelligence. A specialised dialogue session was held, attended by Dr. Amin Hussain Al Amiri, Assistant Under-Secretary of Health Regulations Sector at the Ministry of Health and Prevention (MoHAP), and Dr Scott Penberthy, Director of Applied AI and CTO of Healthcare and Life Sciences, Google Cloud, in the presence of government officials, leaders and decision-makers in the fields of healthcare, digitisation, technology, communications, and others.

The session discussed mechanisms for integrating artificial intelligence into healthcare systems and its profound impact on the future of medical practices, as well as how to enhance proactiveness in this field through constructive collaboration between the government and private sectors to formulate innovative solutions and strategies that build upon the transformative potential of artificial intelligence to develop the healthcare sector.

Dr. Amin Hussain Al Amiri, Assistant Under-Secretary of the Health Regulations Sector at the UAE Ministry of Health and Prevention (MoHAP), said, "Integrating artificial intelligence into the healthcare sector provides an opportunity to improve the healthcare system in an integrated manner, from diagnosis to designing treatment plans and facilitating administrative tasks, and this leads to enhancing the patient's experience and raising the efficiency and quality of health care in record time and with high accuracy. In addition to the role that artificial intelligence plays in enhancing public health programmes and epidemic prevention, surveillance and control. The Ministry of Health and Prevention, in cooperation with the Ministry of Artificial Intelligence, launched artificial intelligence technology to detect tuberculosis in medical fitness tests since 2018, and later multiple technologies were used to detect other diseases such as breast cancer, cardiovascular diseases, all this allows us to take proactive and preventive measures to improve the quality of life of patients. The UAE is considered one of the most prepared countries to use and develop solutions that rely on artificial intelligence, as it has worked to develop electronic medical record systems that link health data and save it on the cloud. The Ministry also uses this technology to improve its services and enhance its customers' happiness, as work is currently underway on a group of initiatives and projects aimed at automating services. For example, a programme is being developed to read health facilities' designs and compare them with approved standards using artificial intelligence. The Ministry of Health and Prevention, along with the health authorities in the country, release the necessary legislations and standards to regulate the responsible use of these solutions to ensure their safety and proper utilisation and to protect patients' health data."

Dr. Scott Penberthy, Director of Applied AI and CTO of Healthcare and Life Sciences, Google Cloud, said, "AI is the healthcare revolution we've all been waiting for, and it's happening now - powered by nanoscale data, analysed by hyperscale AI. Programmes such as the Al Majlis bring our best AI minds together, working on shared missions. I'm deeply honoured to participate and hope to return soon."

The Al Majlis series focuses on a set of goals aimed at developing the infrastructure related to artificial intelligence applications and providing support, including hosting international experts discussing key topics such as future technologies, the future of work, sustainability, education, healthcare, and other vital sectors centred around human-centric approaches.

# Weight-Loss Drug Sales Forecast to Soar to $150 Billion by Early 2030s


As millions seek access to weight-loss drugs from Novo Nordisk and Eli Lilly , increasing supplies, possible wider usage and a growing number of would-be rivals are leading some experts to raise annual global sales forecasts for the treatments to about $150 billion by the early 2030s.

A year ago, top sales estimates were in the $100 billion range.

"It is very unusual to have a medicine that is capturing the imagination of millions of people," said Michael Kleinrock, senior research director at healthcare analytics firm IQVIA Institute for Data Science.

Most insurers do not cover the new therapies with low co-payments, but an unprecedented percentage of people are paying themselves or with coupons from drug manufacturers, he said.

Global spending on obesity medications totaled $24 billion last year, IQVIA estimated in its latest five-year outlook, and could reach $131 billion by 2028. That 27% annual growth estimate compares with a prior projection of 13%.

Without insurance coverage expansion, IQVIA put the low end of global obesity-drug spending at $39 billion in 2028 versus a more likely $74 billion.

Kleinrock said reaching $131 billion will also depend on how long patients stay on a drug, whether the medications are used to treat other diseases, or even development of new direct-to-consumer sales models.

Shortages that capped sales in 2023 are being resolved, he said, although sales are still limited in large part only by manufacturing capacity.

Supplies of both Novo's Wegovy and Lilly's Zepbound remain constrained, but the companies have been increasing production.

BMO Capital Markets now estimates annual weight-loss drug sales reaching $150 billion by 2033, up from a year-ago forecast of over $100 billion by the early 2030s.

Leerink forecasts annual sales of $158 billion by 2032.

Analysts cite recent data showing the self-injected drugs help stave off costly emergencies like heart attack and stroke or treat chronic conditions like sleep apnea, supporting the case for employers and insurers to pay for them.

"There's consumer demand and the unmet medical need," said David Song, portfolio manager of the Tema Obesity & Cardiometabolic ETF. "A 100 million plus Americans are obese, and even more are overweight. Worldwide, there are estimates out there of close to a billion who are obese."

Sales of the new medications, which have U.S. list prices of over $1,000 a month, have lifted Lilly and Novo into the ranks of the world's most valuable companies. Shares in Lilly are up 36% so far this year, while Novo has gained 33%.

Rivals see room for treatments that are more convenient, offer better weight loss or promise additional health benefits. Some seek to improve durability or quality of weight loss by distinguishing between fat and lean body mass.

Lilly and Novo are also developing next-generation compounds.

Over 80 experimental obesity drugs have reached the human testing stage, according to IQVIA.

The pipeline is dominated by drugs that, like Wegovy and Zepbound, mimic an intestinal hormone called GLP-1, either on their own, or in combination with compounds that target a second hormone called GIP, such as Amgen's Maritide. Amgen expects mid-stage trial results late this year.

Other experimental drugs, like Lilly's retatrutide, target the blood sugar-regulating hormone glucagon in addition to GLP-1, GIP or both.

The third largest category includes drugs like Novo's amycretin, which in addition to binding to GLP-1, targets a hormone called amylin in the pancreas that affects hunger.

"There will be price competition" as new players enter the market, Song said, but the bull case is that access will widen and higher volume will offset price erosion.


# World's First Telerobotic Stroke Treatment Trial Successful in Abu Dhabi-Seoul Collaboration

Giving a sneak peek into what the future of healthcare holds, a live telerobotic surgery trial for emergency stroke treatment was successfully performed by a doctor in Abu Dhabi on a model about 7,000km away in Seoul, South Korea.

The groundbreaking achievement was demonstrated by XCath – an early-stage medical device company dedicated to expanding endovascular treatment robotic systems and owned in part by Sharjah-based Crescent Enterprises.

**During the last day of Abu Dhabi Global Healthcare Week (ADGHW), hosted by the Abu Dhabi Department of Health (DoH), Dr Vitor Mendes Pereira, an experienced neurosurgeon performed a mechanical thrombectomy procedure – a timely removal of blood clots from the brain after a stroke, on a simulated patient. During the public presentation, Dr Pereira, in a matter of few minutes, went through the arteries of the 'patient' and pulled out a blood clot that would cause the stroke.**

"We performed the world's first telerobotic mechanical thrombectomy trial, where we simulated a model of a patient, not a real patient, with our neuro-endovascular robot based in South Korea, 7,000km away from the surgeon's console here in Abu Dhabi," Eduardo Fonseca, CEO of XCath, told Khaleej Times after the demonstration.

"Dr Vitor Pereira, the neurosurgeon who performed the world's first neurovascular robotic procedure (in 2019), controlled and performed a successful removal of a clot using solely telerobotic means," Fonseca said about Dr Pereira, who is the director of Endovascular Research and Innovation at St Michael's Hospital, University of Toronto, Canada.

Dr Pereira performed the robotic operation using a robotic controller, while the silicone model and the bedside unit were situated in Seoul. The neurovascular devices used were Stryker AXS Infinity LS, Trevo Trakb21, and Trevo NXT. Communication between the robotic controller and the bedside unit used the standard conference Ethernet connection with the possibility of 5G redundancy, rather than dedicated lines. The latency experienced during the procedure ranged from 153 milliseconds to 170 milliseconds, with an average latency of 160 milliseconds.

"This treatment is time sensitive. Every minute that a patient does not get this treatment equates to almost 2 million brain cells lost," Fonseca said and noted how only a small percentage of patients from the developed world have access to treatment like mechanical thrombectomy. However, the use of robotics will bring medical care closer to patients in even underdeveloped and remote places of the world.

"Our vision is for this technology to be able to democratise care to this new miraculous treatment and be able to save patients' lives by allowing care to be closer to them," Fonseca said and underlined that strokes are the leading cause of death and disability in the world with 15 million patients, 6.6 million deaths, and 50% of stroke survivors left chronically disabled.

"It's an immense burden on healthcare systems worldwide. To put that into perspective, 0.6 per cent of the world's GDP, at $721 billion a year, is spent on dealing with stroke survivors."

Fonseca revealed that the first clinical case can be expected to be performed next year following the regulatory approvals, but it will be a long process.

"We're aware that every day that this technology is not available and democratised around the world, is potentially 1,000s of lives that could be saved. We are working incredibly hard to make this clinical reality," Fonseca noted.

# Masdar City Chosen as Attentive Science's Middle East Hub in Life Sciences Expansion

Masdar City announced that Attentive Science, a global organization that provides non-clinical research services to the biotech, pharmaceutical, and animal health industries, has chosen Masdar City, as their Middle East hub as part of their global expansion.

Attentive Science tests drugs in their early development stages using "in vivo," or living, test subjects to help ensure they are safe and effective before proceeding to clinical trials.

"This new partnership is one of many exciting developments in Masdar City and Abu Dhabi's growing life sciences ecosystem," said Dr. Noura Al Ghaithi, the Undersecretary of the Department of Health – Abu Dhabi (DOH).

Ahmed Baghoum, Masdar City's CEO, stressed Masdar's keenness to cooperate over the past year with the DoH and all relevant partners to continue investing in the life sciences sector in Masdar City and push its growth forward.

Tareq Abu-Nadi, CEO and co-founder of Attentive Science's Abu Dhabi location, commented, "The inviting and very active support of the Abu Dhabi DOH was the deciding factor in selecting Masdar City out of multiple options in the region. The life science ecosystem is rapidly growing in Abu Dhabi making it one of the most attractive areas promoting research and innovation."

# Bupa Arabia Secures Major Health Insurance Deal with SABIC

Bupa Arabia for Cooperative Insurance Company has renewed a contract with Saudi Basic Industries Corporation (SABIC).

Under the agreement, Bupa Arabia provides health insurance for SABIC's employees and their families for one year starting on 05 July 2024, according to a bourse filing.

The contract revenues are expected to exceed 10% of Bupa Arabia's gross written premium (GWP) in 2023, which recorded SAR 16.66 billion.

The net profits after Zakat attributable to the owners of Bupa Arabia for Cooperative Insurance amounted to SAR 359.42 million in the first quarter (Q1) of 2024.

# Mouwasat and Aldawaa Launch Joint Venture to Manage Medical Clinics


Mouwasat Medical Services Company has joined forces with Aldawaa Medical Services Company and established Modawa and Rieaya Medical Company Limited.

The new joint venture (JV) will manage medical clinics activities through its head office in Al Khobar, according to a bourse disclosure.

Modawa and Rieaya has SAR 1 million capital with proportions distributed by 51% for Mouwasat and 49% for Aldawaa Medical Services.

The limited company will affect Mouwasat's financial results and back its strategic plans.

In the first quarter (Q1) of 2024, Mouwasat recorded 2.98% year-on-year (YoY) higher net profits at SAR 171.58 million, versus SAR 166.61 million.

Meanwhile, the net profits of Aldawaa Medical Services hiked by 25.01% YoY to SAR 95.32 million in Q1-24 from SAR 76.25 million.

# Construction of Turtle Bay Hospital Set to Begin Following MOH Approval

Red Sea Global (RSG), the developer of The Red Sea and AMAALA megaprojects, said the Ministry of Health (MOH) has approved the designs for the Turtle Bay Hospital, allowing construction to start.

Abdullah Saeed Alsayed & Partners Contracting Company has been awarded the construction contract for the new hospital, which will mobilise on site imminently, RSG said in a statement.

The value of the contract and project completion date was not given.

Turtle Bay Hospital is the first project funded by Saudi sovereign, Public Investment Fund (PIF), to receive MOH architectural approval.

The hospital in The Red Sea's Turtle Bay area will provide healthcare to residents and visitors at the 1.5 million square metre waterfront site.

The first phase of resorts at the Red Sea destination is expected to be completed next year.

In addition, MOH has approved the Red Sea International Airport Clinic architecture plans. The construction of the urgent care clinic is 60% complete and is on track to be fully operational by December 2024.

Meanwhile, construction commenced at a hospital within the Staff Village at AMAALA in March, with the contract awarded to Abdullah Saeed Alsayed & Partners Contracting Company.

The hospital is anticipated to be completed in late 2025, with the sub-structure already complete.

# MoHAP and WHO Workshop in Dubai Enhances Emergency Preparedness Strategies

The Ministry of Health and Prevention (MoHAP), in partnership with the WHO Regional Office, has organised a workshop titled "Strengthening Risk Communication and Community Engagement in Emergency Preparedness" to bolster preparedness and response capabilities for health emergencies.

The four-days event took place in Dubai, and was attended by HE Dr Hussain Abdul Rahman Al Rand, Assistant Undersecretary for the Public Health Sector, along with several department directors and heads of relevant units within the Ministry and other authorities involved in managing epidemiological data and public health.

The gathering featured comprehensive presentations introducing participants to national plans. It also included a series of simulation exercises focused on improving competencies in risk communication and community engagement. Additionally, the workshop incorporated various interactive and participatory activities, such as teamwork and tabletop exercises (TTX), designed to build capacity and develop the skills essential for effective communication during crises.

## Innovative Emergency System

"This workshop is part of a series of initiatives undertaken by the Ministry to ensure the highest levels of preparedness and response during public health emergencies," said Dr. Al Rand. "Our focus is on building a robust network of skills, knowledge, and community participation that strengthens public health across the UAE."

"This network will be a cornerstone of our advanced emergency response system. By leveraging best practices from past local and international experiences, we aim to foster innovation that prioritizes flexibility, proactivity, and overall preparedness within our healthcare system."

**His Excellency emphasized that the Ministry is making every possible effort to strengthen national capabilities for handling health emergencies. This includes prioritizing effective communication and community participation, which are seen as crucial pillars in the Ministry's strategy to enhance preparedness and response. "We look forward to developing the sector's proactive capabilities in a comprehensive and integrated manner, thereby boosting its competitiveness, flexibility, effectiveness, and alignment with the country's strategic priorities," Al Rand said.**

He clarified that the workshop provided an ideal platform to evaluate and enhance risk communication and community engagement strategies for emergency preparedness and response, guided by international best practices. It also allowed specialized teams to improve their skills in early detection and effective management of health events. Additionally, he noted that the adherence to the International Health Regulations strengthens its ability to respond to health emergencies and ensures that all stakeholders, including community members, are thoroughly prepared to respond efficiently and effectively in such situations.

AEEDC Dubai, organized annually by INDEX Conferences and Exhibitions Org. LLC, enjoys the support of various esteemed organizations, including the Dubai Health Authority, the Scientific Global Dental Alliance, and the Dental Federation, among others.

# How Can Armenia's

## Cutting-Edge Healthcare Facilities Benefit Medical Tourists?

This combination of quality care and affordability has made Armenia an attractive choice for medical tourists looking to access world-class healthcare without breaking the bank.

**By Ayesha Rashid**

**With Armenia's rapidly advancing healthcare infrastructure and state-of-the-art medical facilities, you have a unique opportunity to experience top-quality medical treatments while exploring a beautiful country.**

From innovative technologies to highly skilled specialists, Armenia offers a range of medical services at a fraction of the cost compared to Western countries.

By choosing Armenia for your medical tourism needs, you can not only receive world-class treatment but also enjoy the rich culture and picturesque landscapes this hidden gem has to offer.

## Why is Armenia becoming a popular choice for medical tourists?

Armenia's rise as a medical tourism destination can be attributed to several factors. Firstly, the country boasts cutting-edge healthcare facilities that rival those in Western countries.

Additionally, the cost of medical treatments in Armenia is significantly lower compared to many other popular medical tourism destinations.

This combination of quality care and affordability has made Armenia an attractive choice for medical tourists looking to access world-class healthcare without breaking the bank.

Medical tourists are increasingly choosing Armenia for procedures such as dental work, cosmetic surgery, and fertility treatments.

The country's healthcare sector has made significant advancements in recent years, with a strong focus on quality, safety, and patient satisfaction.

Foreign patients are drawn to Armenia not only for the quality of care but also for the personalized approach and attention to detail that they receive throughout their treatment journey.

## Government initiatives and investments in healthcare infrastructure

Healthcare infrastructure in Armenia has come a long way since the Soviet era.

The government has made substantial investments in modernizing medical facilities and equipment to meet international standards.

Armenia is home to several top-rated medical institutions, such as the Nork Marash Medical Center and the Erebouni Medical Center.

These hospitals offer a range of specialized services and are known for their high standard of patient care.

State-of-the-art hospitals and clinics equipped with the latest technology are now available to provide high-quality healthcare services to both local residents and medical tourists.

These developments have significantly improved the overall healthcare landscape in









Armenia and positioned the country as a hub for advanced medical care in the region.

## Meeting international standards and accreditation

On top of providing top-notch medical services, many healthcare facilities in Armenia adhere to international standards and hold prestigious accreditations.

This commitment to maintaining excellence ensures that patients receive world-class treatment that meets global benchmarks for quality and safety.

Current international partnerships and collaborations further enhance the reputation of Armenian healthcare facilities, with experts from around the world contributing their knowledge and expertise to continuous improvement initiatives.

## Medical Specialties Available in Armenia

**Cardiology and cardiovascular treatments**

From minimally invasive procedures to complex surgeries, you can trust the highly skilled cardiologists and cardiovascular surgeons in Armenia to provide you with top-quality care.

**Oncology and cancer care**

With a focus on precision medicine and holistic patient care, Armenian healthcare facilities offer a range of treatments including chemotherapy, radiation therapy, and innovative targeted therapies.

**Fertility treatments and reproductive medicine**

Cardiology treatments are not the only specialty in Armenia; the country also excels in fertility treatments and reproductive medicine. Whether you are exploring options for assisted reproduction or seeking solutions for reproductive health challenges, Armenian clinics provide cutting-edge technologies and expert guidance to help you achieve your family planning goals.

## Cutting-Edge Medical Technologies in Armenia

**Advanced imaging techniques (MRI, CT scans, etc.)**

With state-of-the-art imaging techniques such as MRI and CT scans, Armenia offers advanced diagnostic capabilities. These technologies provide high-resolution images that allow for precise and early detection of various medical conditions. Here are some key benefits of these imaging techniques:

**Accuracy:** Advanced imaging ensures accurate diagnosis and treatment planning.

**Efficiency:** Quick and non-invasive procedures save time for patients.

**Robotic surgery and minimally invasive procedures**

In Armenia, robotic surgery and minimally invasive procedures are widely available, providing precise surgical interventions with minimal scarring. Robotic-assisted surgery allows for enhanced precision and control during procedures, resulting in better outcomes and reduced risks for patients. Minimally invasive procedures, such as laparoscopic surgeries, involve smaller incisions, leading to less trauma to the body and faster healing.

**Innovative treatments and therapies**

From cutting-edge cancer therapies to regenerative medicine techniques, patients can access the latest advancements in medical science. It is worth exploring these innovative options that could potentially transform your treatment journey.

**Advanced Treatments and Procedures Offered in Armenia**

1. Organ transplantation and complex surgeries.
2. Cosmetic surgery and aesthetic treatments.
3. Rehabilitation and physical therapy services.

Armenia's Strengths as a Medical Tourism Destination

## Affordability and cost-effectiveness

You can access top-notch medical facilities, cutting-edge technology, and world-class physicians at a fraction of the cost compared to many Western countries. Whether you need a complex surgery or a routine check-up, you can rest assured that your medical expenses in Armenia won't break the bank.

## Language proficiency and cultural adaptability

Armenians are known for their hospitality and warmth, and many healthcare providers in the country are proficient in English and other languages commonly spoken by medical tourists. You can feel confident that you will be understood and well taken care of during your medical journey in Armenia.

Armenia's medical professionals are not only highly skilled but also culturally sensitive. They understand the needs and expectations of international patients and strive to provide personalized care that considers your cultural background and preferences.

You can feel comfortable discussing your health concerns and treatment options, knowing that you are in capable and compassionate hands.

## Tourism infrastructure and travel convenience

Armenia's strategic location at the crossroads of Europe and Asia makes it easily accessible from both continents. With convenient flight connections and visa regulations that are favorable to many nationalities, you can reach Armenia with ease and launch on your healthcare journey without any hassle. You can focus on your well-being and recovery while immersing yourself in the rich culture and beauty of Armenia.

# Conclusion

As a reminder, Armenia's cutting-edge healthcare facilities offer a range of advanced medical services at competitive prices, making it an attractive destination for medical tourists.

From state-of-the-art technology to highly skilled medical professionals, Armenia's hospitals and clinics provide world-class care in a comfortable and modern setting.

By choosing Armenia for your medical treatment, you can benefit from top-notch healthcare facilities while also exploring the rich cultural heritage of this beautiful country.

Consider Armenia for your next medical tourism destination and experience the best of both worlds.

MEDIWORLD Middle East


# Clarivate and Global Healthcare Intelligence Launch LatAm Market Tracking Solution for Medical Devices

Clarivate™

Clarivate Plc, a leading global provider of transformative intelligence, recently released its LatAm market tracking solution, in collaboration with Global Healthcare Intelligence, a leading provider of market intelligence on healthcare infrastructure in frontier markets.

The new solution is the next phase of an expanding partnership between Clarivate and Global Healthcare Intelligence, enabling in-depth and actionable analysis of the medical device market in Latin America (LatAm).

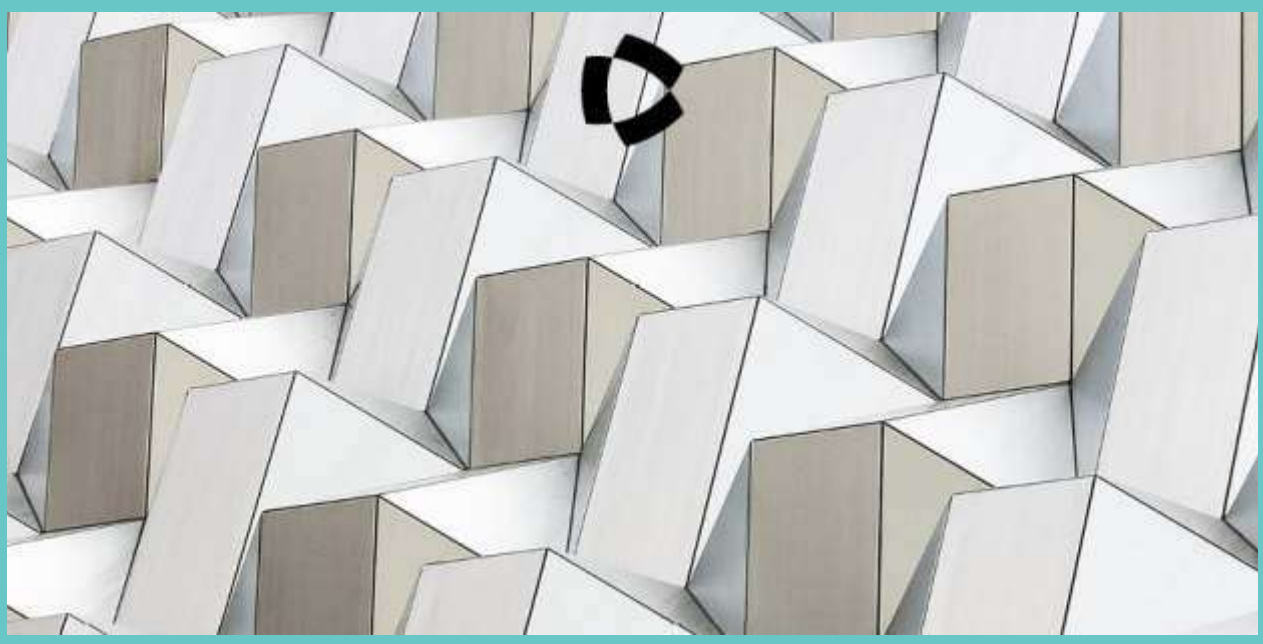
Leveraging comprehensive datasets and the proprietary Clarivate device catalog for the LatAm region, including Brazil, Colombia, Argentina, Chile, Peru, and Ecuador, clients can analyze over 100 medical devices and 500 product categories.

The LatAm medical equipment and device markets have seen substantial growth, currently valued at $10 billion annually, with key players Brazil, Mexico, Colombia, Argentina, and Chile accounting for 89% of the regional market, and underscoring LatAm's pivotal role in the global healthcare industry.1 This surge in market value reflects the increasing demand for cutting-edge medical technologies and the region's continuous commitment to enhance healthcare infrastructure and accessibility.

Andrew Lee, Vice President Medtech, Life Sciences & Healthcare, Clarivate, said: "As the LatAm medical device market has observed significant expansion in recent years, there is a growing need for an unbiased source of data that will empower medical equipment and device manufacturers to make informed decisions. In partnership with Global Healthcare Intelligence, LatAm market tracking for Clarivate leverages curated and validated ready-to-access information, quarter after quarter, equipping customers with consistent insight and foresight needed to create innovative treatments, deliver them to patients faster and improve quality of life."

Guillaume Corpart, Founder and CEO, Global Health Intelligence, said: "Latin America poses unique challenges in regard to accessing reliable market information. We are thrilled to have partnered with Clarivate to deliver this game-changing solution. Medical equipment & Medical device manufacturers are now able to assess market potential and track performance in a consistent and accurate manner across the region's leading countries."

The Clarivate LatAm team of experts support medical device companies and distributors in harnessing the comprehensive real-time data provided by the Clarivate LatAm market tracking solution. From detailed SKU-level data and independent, third-party analysis to share price and market trends, clients can leverage the solution to market their brands more effectively in the region.



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# UPCOMING EVENTS

Int'l Conference on Healthcare Data Mining and Decision Support Systems Research Leagues.

02 July
Abu Dhabi

Int'l Conference on Public Health Nursing and Modern Public Health (ICPHNMPH) Science Site

03 July
Al Ain

International Conference on Clinical Trials in Cardiology (ICCTC)

09 July
Dubai

International Conference on Computerized Medical Imaging and Radiology

18 July
Dubai

International Conference on Neurological Surgical and Radiology Scholars Forum

19 July
Dubai

Int'l Conference on Current Trends in Drug Development and Industrial Pharmacy

02 August
Abu Dhabi

Int'l Conference on Gastroenterology and Endoscopic Procedures (ICGEP) Research Foundation

06 July
Dubai

Int'l Conference on Gynecologic Oncology and Cancers (ICGOC) Scholars Forum

12 August
Abu Dhabi

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