MENA Health World
عالم الصحة للشرق الأوسط وشمال أفريقيا

www.mhwmag.net

March - April 2010 / Vol. XXV - Issue 2
آذار (مارس) – نيسان (أبريل) ٢٠١٠، مجلد ٢٥ – عدد رقم ٢

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(ISSN 1990-3944)
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المحتويات

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OPENING LETTER

الرسالة الإفتتاحية

Prolonged Exposure to the Sun Increases Skin Cancer Rate in UAE

With summer temperatures reaching 50°C in the UAE, one would think most people there would prefer to spend their days in the comfort of air conditioning. However statistics show that more and more are choosing to go to the beach to relax, unwind and most importantly sunbathe. That's why doctors in the region are sounding the alarm, warning that the long-term effects of such a lifestyle can be dangerous.

There is an increase in skin cancer cases in Dubai, according to dermatologists. People are not just sunbathing in the cooler months but they are doing so all-year round. The amount of time they are exposing their skin to the sun's ultraviolet rays is lengthy, and it is this exposure that is causing skin cancers to develop.

Two types of skin cancer exist basically: melanoma and non-melanoma. Melanoma is almost always dark colored and often grows relatively quickly. It can also occur when moles start changing shape or color, or when they start to feel itchy and bleed. Non-melanoma poses less of a health risk and mostly comes in the form of a small, painless lump under the skin with a pink or light brown color. Both are curable if detected at an early stage.

This issue of MHW magazine covers research from German scientists who have shown for the first time that patterns of ultrasound signals can be used to identify whether or not cancer has started to spread in melanoma patients, and to what extent. The discovery will enable doctors to decide on how much surgery, if any, is required and to predict the patient's probable survival. Lead researcher Dr. Christiane Voit and her colleagues have identified two ultrasound patterns of lymph node metastasis in melanoma patients which can identify correctly any amount of tumor cells in the sentinel lymph nodes in 75-90% of cases before proceeding to surgery on the sentinel lymph nodes.

The skin is a complex organ and new findings keep surprising scientists every year. Also in this issue, we report how US researchers have discovered a new type of stem cell in the skin that acts like certain stem cells found in embryos, being able to generate fat, bone, cartilage, and even nerve cells. These newly-described dermal stem cells may one day prove useful for treating neurological disorders and persistent wounds such as diabetic ulcers.

Enjoy reading the March-April issue,

Amer Elias El-Haddad
Editor & Researcher / Content Writing Manager

يزيد التعرّض المطوّل لأشعة الشمس من معدّل سرطان الجلد في الإمارات

مع إرتفاع الحرارة إلى الـ٥٠ درجة مئوية في الإمارات العربية المتّحدة، يعتقد المرء أنّ معظم الأشخاص قد يفضّلون قضاء وقتهم في الأماكن المكيّفة. ومع ذلك أظهرت الإحصاءات أنّ عدد الأشخاص الذين يختارون الذّهاب إلى الشواطئ للإسترخاء والإستجمام والأهم من ذلك للحصول على حمام شمس، آخذٌ بالإزدياد. نتيجة لذلك دقّ الأطبّاء في المنطقة ناقوس الخطر، محذّرين من أنّ التأثيرات الطويلة الأمد لهذا النمط من الحياة قد تكون خطيرة.

تشهد دبي حاليّاً تزايد في حالات الإصابة بسرطان الجلد وفقاً لأطبّاء الأمراض الجلدية. إنّ الأشخاص لا يرتادون الشاطئ في الأشهر الأقل حرارةً فحسب بل على مدار السّنة. وتكون عادة المدة التي يعرّضون خلالها جلدهم لأشعة الشمس الفوق بنفسجية طويلةً جدّاً مما يسبب الإصابة بسرطان الجلد.

هناك نوعان من سرطان الجلد مبدئياً: السّرطان الملاني والسّرطان غير الملاني. يكون السّرطان الملاني قاتم اللّون في أكثر الأحيان وغالباً ما ينمو بسرعةٍ كبيرةٍ نسبياً. كما يمكن أن يطرأ عندما يتغير شكل الشامات أو حجمها أوعندما تسبب هذه الشامات شعوراً بالحكاك وتبدأ بالنزيف. أمّا السّرطان غير الملاني فيسبب مخاطر صحيّة أقلّ ويكون بمعظم الأحيان كتلةً صغيرةً غير مؤلمة تحت الجلد وتكون وردية أو بنيّة اللون. ويعتبر كلا السرطانين قابلين للعلاج في حال تمّ إكتشافهما في مرحلة مبكرة.

يتضمّن هذا العدد من مجلّة عالم الصحّة بحثاً قامت به مجموعةٌ من العلماء الألمان الذين أظهروا لأول مرة أنه يمكن إستخدام أنماط من إشارات فوق صوتية من أجل تحديد ما إذا كان السرطان قد بدأ بالإنتشار عند مرضى سرطان الجلد وإلى أي مدى. يمكّن هذا الإكتشاف الأطباء من إتخاذ القرار الصحيح بشأن العملية الجراحية ومدى ضرورة القيام بها بالإضافة إلى التنبؤ بالفرص المحتملة لبقاء المريض على قيد الحياة. و قد تمكنّت الباحثة الرئيسية كريستيان فويت وزملائها من التعرّف على إثنين من أنماط الموجات فوق الصوتية لإنبثاث العقد اللمفاوية لدى مرضى سرطان الجلد والذين بإمكانهما أن يحدّدا وبشكلٍ صحيح كميّة الخلايا السرطانيّة في العقد اللمفاوية في ٧٥ إلى ٩٠٪ من الحالات قبل الشروع بأيّة عمليّةٍ جراحيةٍ على الغدد اللمفاوية.

الجلد جهازٌ معقّد وتستمرّ الإكتشافات الجديدة في هذا المجال بإدهاش العلماء كلّ عام. في هذا العدد أيضاً، نقدّم لكم تقريراً عن إكتشاف باحثون أميركيون لنوعٍ جديدٍ من الخلايا الجذعية في الجلد تعمل بنفس الطريقة التي تعمل بها بعض الخلايا الجذعية الموجودة لدى الأجنّة، إذ يمكنها أن تولّد أنسجة دهنية وعظمية وغضروفية وحتى عصبية. وقد يكون من الممكن إستخدام هذه الخلايا الجذعية المكتشفة حديثاً يوماً ما في علاج الإضطرابات العصبية والجروح العنيدة مثل القرحات التي يسببها مرض السكري.

تمتعوا بقراءة عدد آذار/نيسان من المجلة،

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MENA Health Digest

JORDAN

Jordanian Health Minister Defends "Blood Fees"

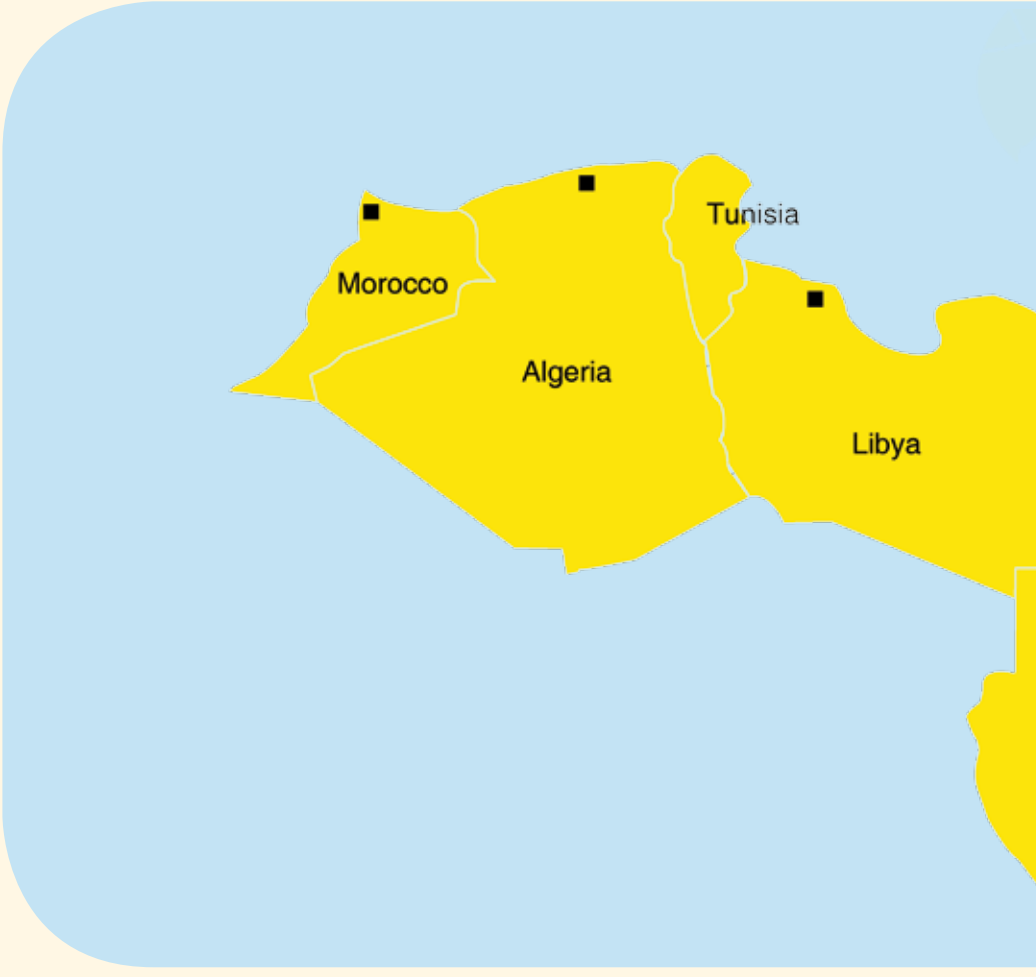
Health Minister Nayef Fayez end of February defended a decision imposing fees on blood units, saying that the measure aims to cut ministry funds spent on foreign patients. In a joint press conference with the ministers of finance and state for media affairs and communications, Fayez said over 700,000 non-Jordanians live in the country and enjoy several health benefits that should be restricted to Jordanians.

"We are only concerned with providing healthcare at subsidized prices for Jordanians. Foreigners who live in the Kingdom should pay for these services," the minister said, stressing that each unit of blood that is tested and screened costs the ministry JD60 (USD 84). He pointed out that 87 percent of Jordanians have medical insurance either from the public or the private sector, adding that citizens without insurance can obtain medical exemptions from the Royal makruma. The minister underlined that blood tests cost the ministry around JD6 million (USD 8.47 million) annually, adding that 50 per cent of all donated blood is unused and destroyed after expiring. The Cabinet had endorsed a decision imposing a JD15 (USD 21) fee on each blood unit for Jordanians not covered by health insurance and receiving treatment in public hospitals, and JD30 (USD 40) for those treated in private hospitals. Non-Jordanians will have to pay JD40 (USD 56) instead of JD20 (USD 28) for each unit of blood.

KUWAIT

Kuwait is 'Swine Flu Free'

No new cases of the swine flu (H1N1) virus have been detected in Kuwait, and the third wave of the disease finished at the end of February, a senior official announced. "Kuwait is swine flu free," said Ministry of Health Undersecretary Dr Ibrahim Al-Abdulhadi, according to the Kuwait Times. Al-Abdulhadi confirmed that the ministry was still pursuing its preventive plan to safeguard against the disease's reappearance. The announcement was made after a meeting of the Higher Committee for Combating Swine Flu. Al-Abdulhadi indicated that the committee would honor the contracts it signed with pharmaceutical firms regarding the purchase of medication to treat the disease. In November, the World Health Organisation (WHO) said that more people had contracted the H1N1 virus in Kuwait than in any of the other 22 countries in the agency's Eastern Mediterranean region. The WHO said that the Gulf state topped the list with 6,640 swine flu infections, or 23 percent of the region's 28,751 cases at the time. In second place was Saudi Arabia, with 4,119 H1N1 infections, followed by Oman with 3,829 and Egypt with 2,494.



QATAR

Large Healthcare Project for Qatar

A multibillion dollar healthcare project planned for completion in Qatar in 2012 will be the best in the Gulf region, developers have promised. The HMC Hospital facility at the Medical City, which is being managed and supervised by US-based Hill International, is expected to become the leading hospital in the region and beyond for the treatment of children, women and long term care as well as rehabilitation.

Hill International strategic development senior vice president, Tim Judge, said the project would include four different hospitals – children's hospital, women's hospital, the physical medicine and rehabilitation hospital and skilled nursing facility, Gulf Times reported. The children's hospital will accommodate approximately 250 beds together with an emergency department, radiology, outpatients clinics, in-patient surgical suite and pediatric cardiac catheterization unit, the paper added.

The women's hospital will offer 200 beds with 16 labor delivery rooms and three cesarean section operating rooms while the physical medicine and rehabilitation hospital will have five floors each with two 20-patient room units plus an adult hydro-therapy unit consisting of one large pool area, two pool rooms. The skilled

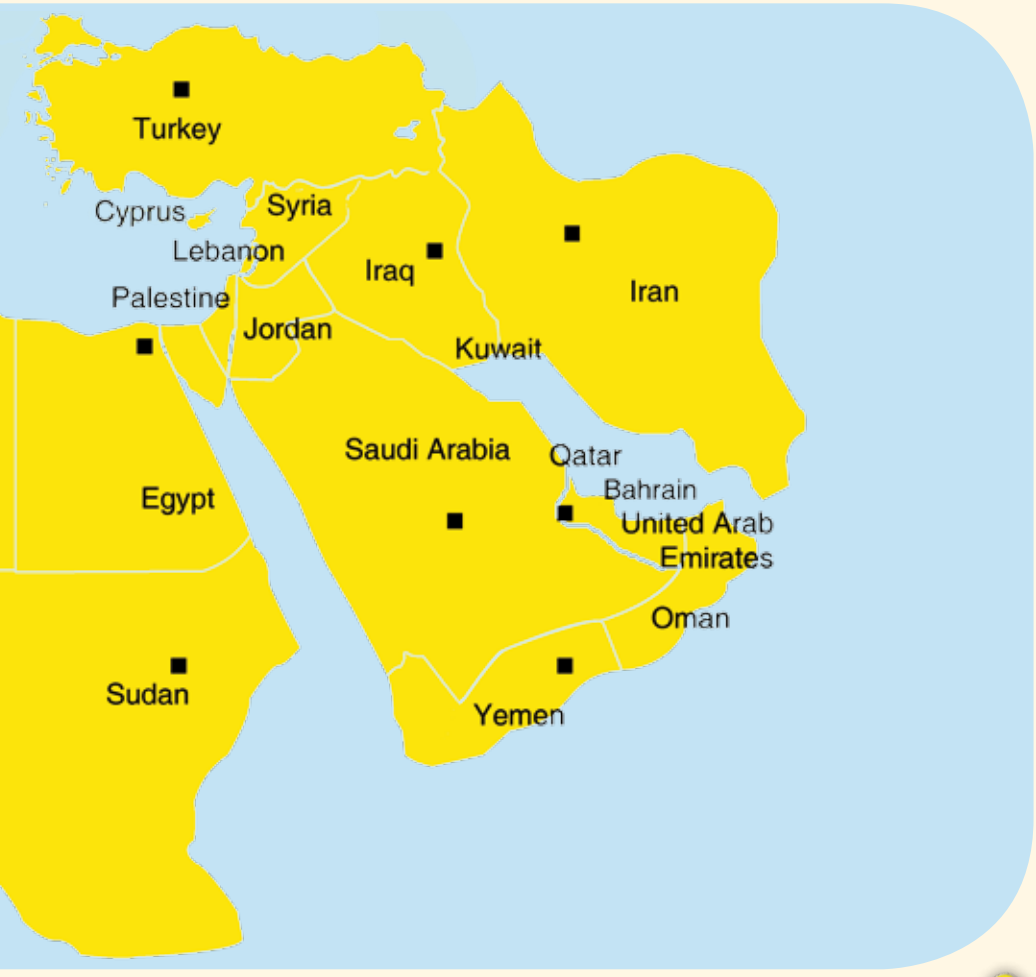
nursing facility will have capacity for 270 beds and all four hospitals will share a car park for more than 1,100 cars.

SAUDI ARABIA

$60m Drug Treatment Center for Riyadh

A $60m 250-bed drug and alcohol addiction treatment center will be built in the Saudi Arabian capital city of Riyadh. The facility will be set up in partnership with America's second oldest alcohol and drug treatment provider Brighton Hospital, and will serve the "entire Islamic Middle East", a statement by the health provider said on Thursday. Over the past decade, the numbers of Saudis and Muslims in the Gulf who have become addicted to drugs and alcohol has tripled, Mohammed Al-Turaiki, CEO of Saudi Care for Rehabilitation and Health Care said. "It has become a serious problem, and the demand for a facility like this to serve the Islamic world as a whole is very great," he said.

Al-Turaiki said the partnership would build a further five satellite treatment facilities in the kingdom once the Riyadh centre is built. Brighton Hospital is the largest US faith-based health system. Design and construction of the tentatively named Saudi Care Brighton Hospital is expected to begin later this year. It will have 230 general inpatient beds, 20 intensive care beds and an emergency department, the statement said.



TUNISIA

100 Specialized Doctors to be Recruited in Tunisia in 2010

According to Tunisian Press, the year 2010 will be marked by the recruitment of 100 new specialist doctors, 120 university hospital lecturers who will practice in priority areas, including 40 additional, "exceptional' positions. The move is destined to meet the increasing demands of the rural population for better healthcare, throughout Tunisia. Sources at the Ministry of public health say that specialist doctors will receive an incentive package including a 700 dinar (USD 500) bonus.

During the Ministerial Council of November 20, 2009, President Ben Ali gave instructions to increase the annual recruitment of medical specialists to 150, as well as boosting the allocation system of consultants in priority areas.

UAE

UAE's Quality of Life Hailed as Number One in MENA, 15th Globally

The UAE has been ranked as the country with the best quality of life in the Middle East and North African regions, according to the Economist Intelligence Unit's 2009 Quality of Life Index. Globally, the country has been ranked as the 15th best in the world, out of the 160 evaluated. The ranking is a reflection of the prosperity enjoyed by the UAE over the years and the result of ongoing strategic initiatives proposed by the UAE government across all sectors, including economy, security, health and education.

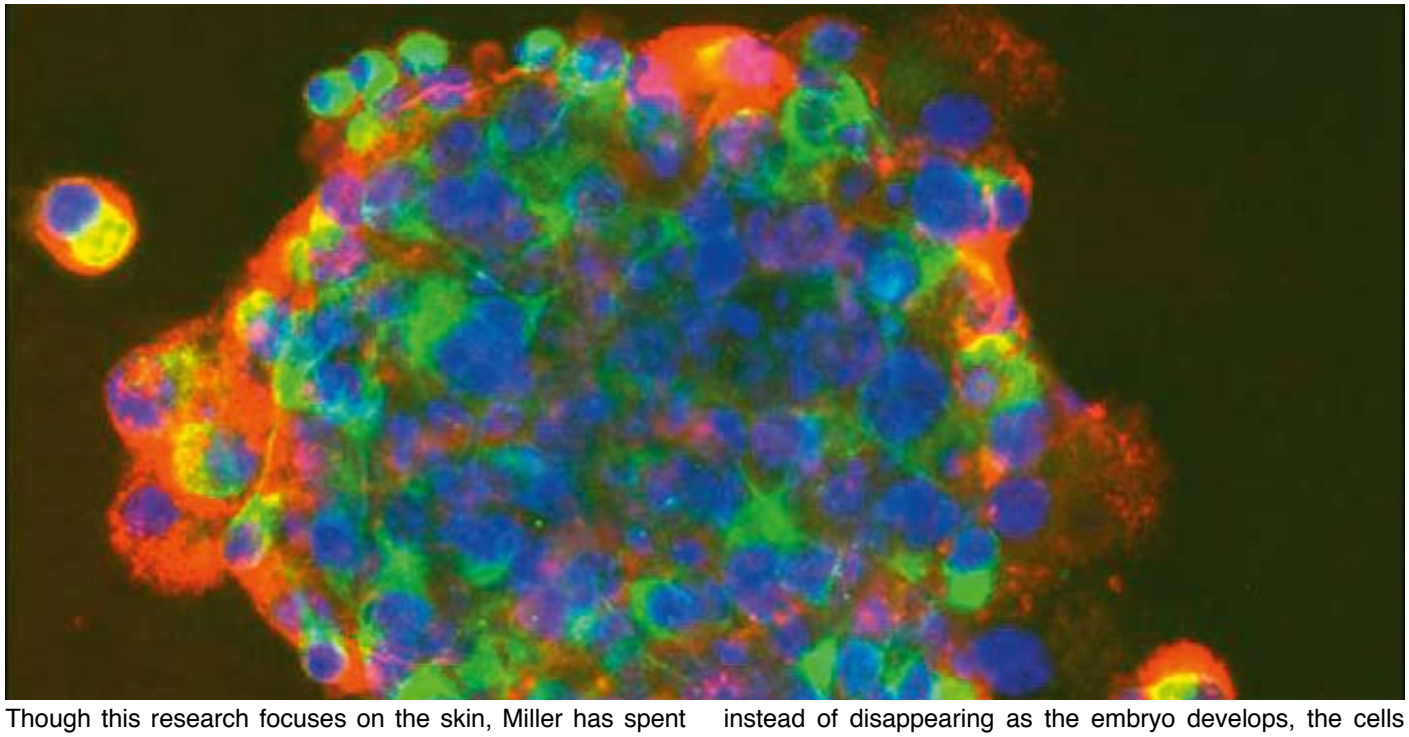
UAE's ranking was based on the country's impressive civic development and administration and high GDP growth, as well as family and healthcare services, life expectancy and safety and security.

Abdullah Nasser Lootah, secretary general, Emirates Competitiveness Council (ECC), said: "We, the ECC, are working with our partners in federal and local government, and in the private sector, to surmount every challenge we face as a nation. This partnership is the way forward to ensure that the quality of life in our country keeps improving."

He added: "Being ranked number one in the Middle East and North Africa by the Economist Intelligence Unit is an achievement we are proud of, but our goal is to be on par with the best countries in the world."

Stem Cells Found in the Skin Show Promise for Treatment of Several Medical Conditions

Scientists have discovered a new type of stem cell in the skin that acts surprisingly like certain stem cells found in embryos: both can generate fat, bone, cartilage, and even nerve cells. These newly-described dermal stem cells may one day prove useful for treating neurological disorders and persistent wounds such as diabetic ulcers, says Freda Miller, an HHMI international research scholar. Miller and her colleagues first saw the cells several years ago in both rodents and people, but only now confirmed that the cells are stem cells. Like other stem cells, these cell scan self-renew and, under the right conditions, they can grow into the cell types that constitute the skin's dermal layer, which lies under the surface epidermal layer. "We showed that these cells are, in fact, the real thing," says Miller, a professor at the University of Toronto and a senior scientist in the department of developmental biology at the Hospital for Sick Children in Toronto. The dermal stem cells also appear to help form the basis for hair growth.



Though this research focuses on the skin, Miller has spent her career searching for cures for neurological diseases such as Parkinson's. About a decade ago, she decided to find an easily accessible cell that could be coaxed into making nerves. Brain stem cells, some of which can grow into nerves, lie deep in the middle of the organ and are too difficult to reach if the scientists eventually wanted to cultivate the cells from individual patients. "I thought, 'This is blue sky stuff, but you never know.'" She searched the literature and found that amphibians can regenerate nerves in their skin. She also found published "hints" that mammalian nerve cells could do the same.

Her team looked in the dermal layer of the skin in both mice and people. Hair follicles and sweat glands are rooted in the dermis, a thick layer of cells that also help support and nourish blood vessels and touch-perceiving nerves. In 2001, Miller's team hit paydirt when they discovered cells that respond to the same growth factors that make brain stem cells differentiate. She named them skin-derived precursors (SKPs, or 'skips').

Miller soon discovered that the cells act like neural crest cells from embryos—stem cells that generate the entire peripheral nervous system and part of the head—in that they could turn into nerves, fat, bone, and cartilage."That gave us the idea that these were some kind of embryonic-like precursor cell that migrated into the skin of the embryo," Miller said. "But instead of disappearing as the embryo develops, the cells survive into adulthood."

Even though the SKPs acted like stem cells in Petri dishes, Miller didn't know if they behaved the same way in the body. "We were obviously very excited about these cells," she said. "The problem was, cells can do all kinds of weird things in culture dishes that look right but really aren't. We thought, 'Maybe we're being deceived.'" So lab member *Jeffrey Biernaskie* put the cells through their paces, performing a series of experiments to test whether the SKPs indeed acted like stem cells in the body.

Earlier work in the lab had shown that the SKPs produce a transcription factor called SOX2, which is produced in many types of stem cells. The team used genetically engineered mice with SOX2 genes tagged with green fluorescent protein, which allowed them to track where SOX2 was expressed in the animals. They found that about 1% of skin cells from adult mice contained the SOX2-making cells, and they were concentrated in the bulb at the base of hair follicles. When the team cultured these cells, they began behaving like SKPs.

Next, the scientists decided to see if the cells would not just settle at the base of hair follicles but grow new hair. They took the fluorescent cells, mixed them with epidermal cells—which make up the majority of cells in a hair follicle—and transplanted the mixture under the skin of hairless mice. These mice began growing hair, and analysis showed the green

cells migrated to their "home base" in the bulb of the new hair follicles. The team also transplanted rat SKP cells under the skin of mice. The cells behaved exactly like dermal stem cells – they spread out through the dermis and differentiated into various dermal cell types, including fat cells and dermal fibroblasts, which form the structural framework of the dermal layer. Intriguingly, the mice that carried transplanted rat SKPs also grew longer, thicker, rat-like hair, instead of short, thin mouse hair. "These cells are instructive, they tell the epidermal cells – which form the bulk of the hair follicle – to make bigger, rat-like hair follicles," Miller said. "There are a lot of jokes in my lab about bald men running around with rat hair on their heads."

Finally, the team gave mice small puncture wounds and then transplanted their fluorescent SKPs next to the wound. Within a month, many transplanted cells appeared in the scar, showing they had contributed to wound healing. The SKPs were also found in new hair follicles in the healed skin.

The cells behavior both in wound healing and hair growth led the team to conclude that the SKPs are, in fact, dermal stem cells. Miller said the finding complements work by HHMI investigator *Elaine Fuchs*, who found epidermal stem cells, which help renew the top layer of skin. Combining the evidence from the two labs suggests a possible path to baldness treatments, Miller said—the dermal stem cells at the base of the hair follicle seem to be signaling the epidermal cells that form the shaft of the follicle to grow hair. But much about the signaling mechanism remains unknown.

Miller wants to investigate less cosmetic applications, such as treating nerve and brain diseases. Experiments she published between 2005 and 2007 showed that SKPs can grow into nerves and help repair spinal cord damage in rats. Her lab is continuing to pursue that research. She is also searching for signals that could trigger the dermal stem cells to rev up their innate wound-healing ability. If such a signal can be found and mimicked, Miller can envision one day treating chronic wounds – such as diabetic ulcers – with a topical cream. Such a treatment is years or decades away, she said, but now researchers know which cell types to focus on. Another possibility: improving skin grafts, which today consist of only epidermal, not dermal, cells. While skin grafts can dramatically help burn victims, those grafts don't function like normal skin.

"Stem cell researchers like to talk about building organs in a dish," said Miller. "You can imagine, if you have all the right players – dermal stem cells and epidermal stem cells – working together, you could do that with skin in a very real way." ■

Source
Andrea Widener - Howard Hughes Medical Institute
Reference
Jeffrey Biernaskie, Maryline Paris, Olena Morozova, B. Matthew Fagan, Marco Marra, Larysa Pevny and Freda D. Miller - **"SKPs Derive from Hair Follicle Precursors and Exhibit Properties of Adult Dermal Stem Cells"** - *Cell Stem Cell*, Volume 5, Issue 6, 610-623, 4 December 2009

إكتشف العلماء نوعاً جديداً من الخلايا الجذعية في الجلد تعمل بنفس الطريقة التي تعمل بها بعض الخلايا الجذعية الموجودة لدى الأجنّة، إذ يمكنها أن تولّد أنسجة دهنية وعظمية وغضروفية وحتى عصبية. وتشير فريدا ميلر، الباحثة من معهد هاورد هيوز الطبي الدولي، إلى أن هذه الخلايا الجذعية الجلدية ستستخدم يوماً ما لعلاج الإضطرابات العصبية والجروح العنيدة مثل القرحات التي يسببها مرض السكري.

REFER TO **RIN 04** ON PAGE 74

First FDA Clearance for Fractional Laser Treatment of Striae Goes to Lux1540TM

Palomar Medical Technologies, Inc has announced that the Lux1540™ Fractional non-ablative laser has received the first clearance by the United States Food and Drug Administration (FDA) for the treatment of striae (stretch marks) using a fractional laser. This new clearance will allow aesthetic practitioners to treat the millions of women worldwide who have unwanted stretch marks by offering them long-lasting, superior results.

Ongoing clinical studies have shown that subjects treated with the Lux1540 Fractional non-ablative laser achieved an average improvement of between 51% and 75% in the appearance of their striae.

Francesca de Angelis, MD, a leading plastic surgeon from Naples, Italy who has led the research effort, noted, "Through our ongoing clinical study, and with thousands of satisfied patients treated throughout Italy, we have found that the Lux1540 is the first treatment for stretch marks that truly works."

"Our experience with the Palomar Lux1540 is consistent with the results seen in Europe," noted *Vic Narurkar*, MD, a dermatologist in San Francisco, CA and past president of American Society of Cosmetic Dermatology and Aesthetic Surgery. "For the right patient, the Lux1540 provides a laser treatment option for stretch marks that offers significant improvement. The non-ablative fractional laser allows for comfortable treatments with little to no impact on the patient's daily activities."

This new clearance expands the broad range of treatments offered by the Lux1540, which may be used to treat surgical scars, acne scars, and melasma, as well as offer non-ablative skin resurfacing.

The Lux1540 Fractional non-ablative laser is available as a handpiece for Palomar's flagship StarLux® 500 laser and pulsed light platform. The StarLux 500 allows practitioners to attach a variety of application-specific hand pieces to one base unit that easily scales as their practice grows. ■

REFER TO **RIN 05** ON PAGE 74

Merle Norman Takes Beauty Sleep to New Level

The new Luxiva Nightly Moisture Cream from **Merle Norman** captures smoother, younger-looking skin during sleep. This super-hydrating night time cream locks in moisture overnight to help plump away fine dry lines. It works like a dream to reveal a more youthful, radiant complexion.

"Luxiva Nightly Moisture is our most hydrating night cream," explains *Mamta Thakkar*, General manger, Merle Norman. "It is formulated with our exclusive Bio Moisture Complex™— a special blend of humectants, emollients, antioxidants and vitamins."

For optimal hydrating results, Luxiva Nightly Moisture Cream should be used with the complete Luxiva Daily Moisture system.

Merle Norman Cosmetics, Inc. headquartered in Los Angeles, CA, features exclusive skin care and makeup products. The brand is named after its founder, Merle Norman, who established the first studio in 1931, in Santa Monica. Since then, the brand has come a long way with more than 2,000 independently owned and operated Merle Norman Cosmetic Studios in the USA, Mexico, Canada and most recently, the UAE.

The UAE is Merle Norman's first market outside of North America. The company has currently one studio in Sharjah Mega Mall and is set to open in Dubai on Jumeirah Beach Road and Dubai Festival City. ■

REFER TO **RIN 06** ON PAGE 74

OBAGI Introduces the Eye Restoration Program

OBAGI is introducing the Eye Restoration Program which includes a morning antioxidant protective step through the Vitamin C Serum 5% and a night repairing treatment through the ELASTIderm™ Night Eye Cream. These two steps assure prevention and treatment of fine lines, wrinkles, loss of firmness and elasticity around the eye area.

Indeed, eyes are the first place wrinkles appear. On average women begin to see their first wrinkle at the age of 30. As they age, the skin around their eyes gets thinner and starts to reveal fine lines and wrinkles making them look older than they really are. "Women are in need for something that not only makes their skin temporarily look younger and healthier but actually makes it act younger and healthier for real, long lasting results" commented *Dr. Suzan Al Zoua'bi*, dermatologist at OBAGI Dermatology and Cosmetic Center.

Most anti-aging products claim to build collagen tending to only mask wrinkles and other signs of aging. In fact, without replenishing elastin the skin will lack the support it needs to stay firm. Both collagen and elastin are necessary to minimize wrinkles and keep skin looking youthful. Collagen adds strength and elastin helps the skin stretch and holds it firmly in place. Providing maximum UVVA and UVVB protection, while replenishing both elastin and collagen, the program actually works at the cellular level to improve the skin cell function helping women combat aging around the eyes. ■

REFER TO **RIN 07** ON PAGE 74

Aranz Introduces Wound Assessment Products Based on 3D Movie Technology

A leading New Zealand healthcare technology company, **ARANZ Medical**, has recently launched its wound imaging, measurement and documentation products in the GCC, which have evolved from state-of-the-art 3D modeling technology used in Hollywood movies.

One of ARANZ's first customers was Weta Digital who used its innovative technology to bring to life animated characters in movies such as the 'Lord of the Rings' trilogy. However, the Silhouette Product Suite also has important applications within the healthcare IT sector, with the technology helping medical specialists to more effectively manage a patient's wound therapy.

"Silhouette is an innovative device that is dramatically improving the ease and accuracy with which wounds are assessed and documented," states *Dr. Bruce Davey*, CEO at ARANZ Medical Limited.

Silhouette can assess all external wound types including chronic wounds (e.g. diabetic, vascular and pressure ulcers) and acute wounds (e.g. surgical wounds). Wounds are a growing burden on healthcare systems due to ageing populations and the increasing incidence of diabetes.

To date Silhouette is already used in over 18 different countries and markets in a variety of care settings including hospitals, wound care centers, long-term care facilities and home health agencies. Silhouette is also ideal for research use, including the collection and management of data for clinical trials. ■

REFER TO **RIN 08** ON PAGE 74

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REFER TO **RIN 09** ON PAGE 74

Cool Plasma Fights Tooth Bacteria

Plasmas are known as the fourth state of matter after solids, liquids and gases and have an increasing number of technical and medical applications. Plasmas are common everywhere in the cosmos, and are produced when high-energy processes strip atoms of one or more of their electrons. This forms high-temperature reactive oxygen species that are capable of destroying microbes. These hot plasmas are already used to disinfect surgical instruments. But today, the recent development of cold plasmas that have temperatures of around 40 degrees Celsius is showing great promise for dentistry applications.

Replacing the Dentist's Drill

Plasma jets capable of obliterating tooth decay-causing bacteria could be an effective and less painful alternative to the dentist's drill, according to a new study from Germany [1]. Firing low temperature plasma beams at dentin – the fibrous tooth structure underneath the enamel coating - was found to reduce the amount of dental bacteria by up to 10,000-fold. The findings could mean plasma technology is used to remove infected tissue in tooth cavities – a practice that conventionally involves drilling into the tooth.

Scientists at the Leibniz-Institute of Surface Modifications, Leipzig and dentists from the Saarland University, Homburg, Germany, tested the effectiveness of plasma against common oral pathogens including Streptococcus mutans and Lactobacillus casei. These bacteria form films on the surface of teeth and are capable of eroding tooth enamel and the dentin below it to cause cavities. If left untreated it can lead to pain, tooth loss and sometimes severe gum infections.

In this study, the researchers infected dentin from extracted human molars with four strains of bacteria and then exposed it to plasma jets for 6, 12 or 18 seconds. The longer the dentin was exposed to the plasma the greater the amount of bacteria that were eliminated.

Dr. Stefan Rupf from Saarland University who led the research said that the recent development of cold plasmas that have temperatures of around 40 degrees Celsius showed great promise for use in dentistry. "The low temperature means they can kill the microbes while preserving the tooth. The dental pulp at the centre of the tooth, underneath the dentin, is linked to the blood supply and nerves and heat damage to it must be avoided at all costs."

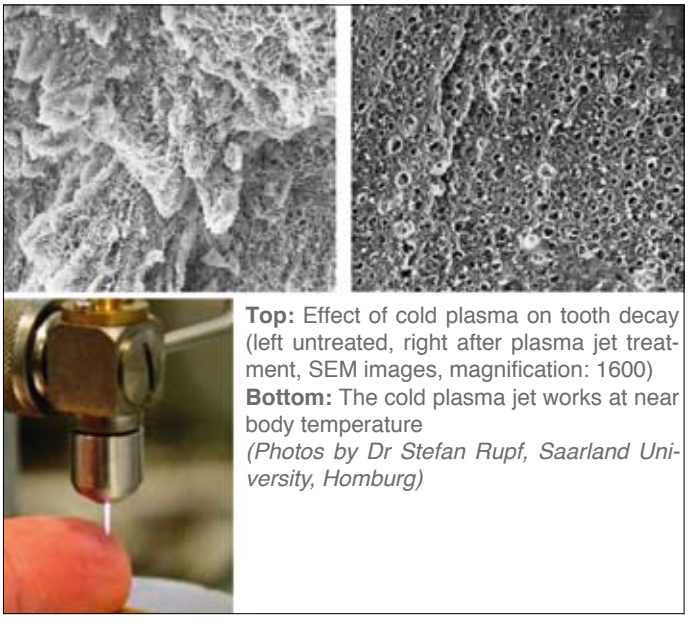
Dr. Rupf said using plasma technology to disinfect tooth cavities would be welcomed by patients as well as dentists. "Drilling is a very uncomfortable and sometimes painful experience. Cold plasma, in contrast, is a completely contact-free method that is highly effective. Presently, there is huge progress being made in the field of plasma medicine and a clinical treatment for dental cavities can be expected within 3 to 5 years.

Earlier Research

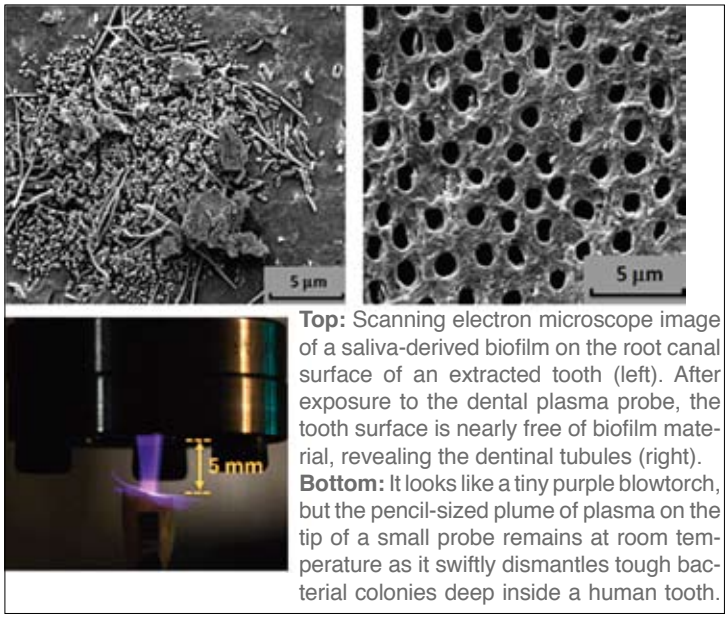
Similar work was already done last year by researchers from USC School of Dentistry and Viterbi School of Engineering [2], who used a pencil-sized plume of plasma on the tip of a small probe to swiftly dismantle tough bacterial colonies deep inside a human tooth. The plume which looks like a blowtorch remains at room temperature and could revolutionize many facets of medicine, according to the researchers.

Two of the study's authors are *Chunqi Jiang*, a research assistant professor in the Ming Hsieh Department of Electrical Engineering-Electrophysics, and *Parish Sedghizadeh*, assistant professor of clinical dentistry and Director of the USC Center for Biofilms.

Sedghizadeh explained that biofilms are complex colonies of bacteria suspended in a slimy matrix that grants them added protection from conventional antibiotics. Biofilms are responsible for many hard-to-fight infections in the mouth and elsewhere. But in the study, biofilms cultivated in the root canal of extracted human teeth were easily destroyed with the plasma dental probe, as evidenced by scanning electron microscope images of near-pristine tooth surfaces after plasma treatment.



Top: Effect of cold plasma on tooth decay (left untreated, right after plasma jet treatment, SEM images, magnification: 1600)
Bottom: The cold plasma jet works at near body temperature
(Photos by Dr Stefan Rupf, Saarland University, Homburg)



Top: Scanning electron microscope image of a saliva-derived biofilm on the root canal surface of an extracted tooth (left). After exposure to the dental plasma probe, the tooth surface is nearly free of biofilm material, revealing the dentinal tubules (right).
Bottom: It looks like a tiny purple blowtorch, but the pencil-sized plume of plasma on the tip of a small probe remains at room temperature as it swiftly dismantles tough bacterial colonies deep inside a human tooth.

Plasma, the fourth state of matter, consists of electrons, ions, and neutral species and is the most common form found in space, stars, and lightning, Jiang said. But while many natural plasmas are hot, or thermal, the probe developed for the study is a non-thermal, room temperature plasma that's safe to touch. The researchers placed temperature sensors on the extracted teeth before treatment and found that the temperature of the tooth increased for just five degrees after 10 minutes of exposure to the plasma, Jiang said.

The cooler nature of the experimental plasma comes from its pulsed power supply. Instead of employing a steady stream of energy to the probe, the pulsed power supply sends 100-nanosecond pulses of several kilovolts to the probe once every millisecond, with an average power less than 2 Watts, Jiang said.

"Atomic oxygen [a single atom of oxygen, instead of the more common O2 molecule] appears to be the antibacterial agent," according to plasma emission spectroscopy obtained during the experiments, she said.

Sedghizadeh said the oxygen free radicals might be disrupting the cellular membranes of the biofilms in order to cause their demise and that the plasma plume's adjustable, fluid reach allowed the disinfection to occur even in the hardest-to-reach areas of the root canal.

Given that preliminary research indicates that non-thermal plasma is safe for surrounding tissues, Sedghizadeh said he was optimistic about its future dental and medical uses. Much like the spread of laser technology from research and surgical applications to routine clinical and consumer uses, plasma could change everything; especially since nonthermal plasmas don't harbor the risks of tissue burns and eye damage that lasers do, he said.

"Plasma is the future," Sedghizadeh said. "It's been used before for other sterilization purposes but not for clinical medical applications, and we hope to be the first to apply it in a clinical setting. We believe we're the first team to apply plasma for biofilm disinfection in root canals," Jiang added. "This collaboration is very unique. We're attacking frontier problems, and we're happy to be broadening our fields." ■

References

[1] Stefan Rupf, Antje Lehmann, Matthias Hannig, Barbara Schäfer, Andreas Schubert, Uwe Feldmann and Axel Schindler – **"Killing of adherent oral microbes by a non-thermal atmospheric plasma jet"** – *Journal of Medical Microbiology* 59 (2010), 206-212

[2] Chunqi Jiang, Meng-Tse Chen, Amita Gorur, Christoph Schaudinn, David E. Jaramillo, J. William Costerton, Parish P. Sedghizadeh, P. Thomas Vernier, and Martin A. Gundersen - **"Nanosecond Pulsed Plasma Dental Probe"** - *Plasma Processes and Polymers*, Volume 6 Issue 8, Pages 479 - 483

البلازما هي الحالة الرابعة للمادة بعد الجوامد والسوائل والغازات، ويزيد إستعمالها اليوم في العديد من التطبيقات التقنية والطبية. تتواجد البلازما في جميع أنحاء الكون وهي تتكوّن عندما تقوم العمليّات العالية الطاقة بتجريد الذرات من واحد أو أكثر من إلكتروناتها، الأمر الذي يولّد أنواع تفاعلية من الأكسجين بحرارة عالية تكون قادرة على تدمير الميكروبات. يتم عادةً إستعمال هذه البلازما الساخنة لتعقيم الأدوات الجراحية، لكن اليوم وبعد تطوير البلازما الباردة بحرارة لا تتعدّى الـ ٤٠ درجة مئوية أصبح من الممكن إستعمال هذه التقنية في تطبيقات طب الأسنان.

REFER TO **RIN 10** ON PAGE 74

The Dental Tray System for Dental Impressions

Dental Tray System International was founded in 2004 and has developed and produced, with the help of a team of researchers and professionals, a new system for taking dental impressions.

Dental Tray System satisfies any dentist's requirements including implantology needs. The company uses high technological equipment in production, such as the laser cut for steel parts and the latest generation injection molding for plastic parts. All production is carried out in Italy.

The company is constantly involved in the study and development of new and innovative products exported to 32 countries around the world.

Dental Tray System brings all the advantages of disposable devices and places the attention on the patient. Made of non-toxic plastic and a rigid stainless steel support, Dental Tray System avoids the risk of torsion guaranteeing the highest precision of the impression. Dental tray System offers a complete range, also for taking an impression for implants.

The Dental Tray System comes in different colors including yellow, blue and orange so as to allow an easy and rapid choice of the right impression tray and is available in three sizes for the upper arch and three sizes for the lower arch. Each size is a different color and is correctly matched with the colored sticker on the corresponding steel support. ■

REFER TO **RIN 11** ON PAGE 74

Boston University Institute for Dental Research & Education Organizes CME Program

The Boston University Institute for Dental Research & Education – Dubai (**BUIDRE**) and the Mohammed Bin Rashid Al Maktoum Academic Medical Center recently organized a dental session as part of an innovative continuing medical education (CME) program 'Advances in Dentistry'.

Titled 'Modern Prosthodontics', the session was held at the Grand Hyatt Dubai and led by *Dr. Steven Morgano*, Chief Academic Officer and CEO of Boston University Institute for Dental Research and Education – Dubai. Drawing the participation of faculty members including *Bassam Kinaia, Mohamad Koutrach, Harold Goodis* and *Manal El-Halabi*, the program brought together more than 100 attendees and featured informative lectures, case discussions, and interactive sessions with experts in dentistry.

Morgano said: "This session came as part of our ongoing commitment to further educate the health-related faculty and create awareness among the general public. The program also reiterated our tireless focus on advance educational initiatives."

The CME program on dentistry is designed to review state-of-the-art information for dentists and dental specialists keen to review modern concepts in the diagnosis and treatment of prosthodontic problems.

The course is reviewed and approved by the department of Continuing Medical Education at Harvard Medical School Dubai Center (HMSDC) for a maximum of six CME credit hours. The credits awarded to the course are recognized by the Ministry of Health, Dubai Health Authority (DHA), Center for Healthcare Planning & Quality (CPQ), and the Health Authority of Abu Dhabi (HAAD).

The Boston University Institute for Dental Research and Education – Dubai (BUIDRE) organizes continuing education courses for dentists and dental specialists who seek to learn about the latest tools and techniques for diagnosis and treatment of dental disease. The institute also holds a variety of awareness programs to educate the members of the community about the importance of oral and dental health. ■

REFER TO **RIN 12** ON PAGE 74

Handheld Instruments for Dentistry from Hu-Friedy

Hu-Friedy, the world's leading manufacturer of hand-held dental instruments, was founded in Chicago by Hugo Friedman in 1908. Throughout the years, dental practitioners have relied on Hu-Friedy to deliver the precision and craftsmanship in instrumentation that is critical to efficient dental practice management.

Hu-Friedy Europe is headquartered in Rotterdam, the Netherlands. Through a network of dental dealers, the company has been offering quality products to dental professionals in the whole of Europe and the Middle East since 1991. The company believes its success is the result of both its commitment to product and service excellence, and the dedication and pride of its highly skilled instrument craftspeople, management and staff.

The Hu-Friedy range of products currently entails more than 4,000 hand-held instruments for the fields of diagnostics, ultrasonic units and inserts, periodontology, dental surgery, restorative treatment and endodontics. The company offers efficient instrument management systems for all product areas which are used in dental practices and hospitals. A few examples:

• The time saving Instrument Management System (IMS). IMS saves approximately seven minutes through the various cleaning steps. With only ten treatment sessions you will save approximately seventy minutes of work time in a day. More time for your assistant means more help for you in many areas of the practice.

• The unique EverEdge steel. This special new type of stainless steel alloy means that scaler and curette tips remain sharper longer compared to conventional tips. The dentist can carry out more treatments before the material wears, a noticeable increase compared to scaler and curette tips of the well-known and high quality Hu-Friedy Immunity steel.

• The portable piezo scaler "Symmetry IQ 4000" with a removable dispenser bottle which allows the clinician to work independently of the mains water supply and deploy irrigating solutions if required. The IQ4000 boast a lightweight, ergonomically shaped handpiece, user-friendly touch pad with memory feature as well as a modular plug and play design. ■

REFER TO **RIN 13** ON PAGE 74

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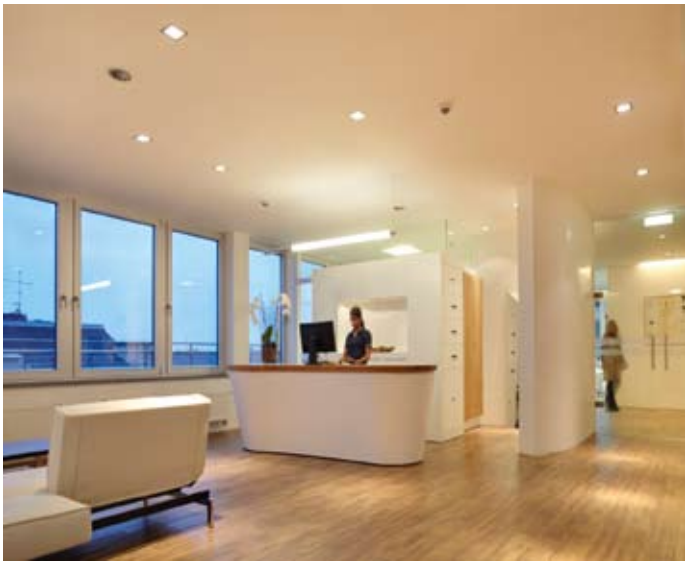
REFER TO **RIN 14** ON PAGE 74

Relaxing Light at the Dentist Innovative Treatment Concept Supported by Zumtobel Lighting



Dental anxiety? Not in this practice! In his spacious, 400 sqm dental practice fitted with state-of-the-art medical equipment, *Dr. Ingo Drong* provides his patients with treatment and advice. The high level of treatment quality is supplemented by a pleasant interior design and a lighting solution that can be individually adjusted to the requirements of both doctor and patients.

To enable anxiety-filled patients to relax, it is especially important that the dental practice's interior design is well-balanced and calming. Dr. Ingo Drong sought in particular to avoid the usual 'sterile' look of a medical practice: "I deliberately opted for warm color and wood tones for the interior design. Special floor panels in walnut design create a cozy atmosphere. The spacious reception area has been fitted with matching leather sofas and antique furniture. This helps us to stay clear from the typical atmosphere of a medical practice, and we trust that our patients will be able to relax more easily."

The lighting, too, contributes to providing an attractive ambience. 2Light ceiling-recessed downlights create well-balanced ambient lighting. The softly curved reception desk is highlighted by a Linea pendant luminaire.

Special attention is paid by the ambitious dentist on flexible illumination of the treatment rooms. For here a variety of tasks have to be fulfilled, each of them requiring special lighting conditions. During the patients' first talk with the doctor, gentle lighting helps them to relax and build up trust.

With **Zumtobel**'s Circle control points, all it takes is the press of a button to switch the lighting to a higher level of luminance, if this is necessary for focused work during dental treatment. The Lightfields surface-mounted luminaires' high-quality micropyramidal optic (MPO+) prevents glare and provides optimum visual comfort. Thanks to Lightfields surface-mounted luminaires arranged in various clusters, the individual treatment rooms provide perfect lighting comfort, while still satisfying the need for high-quality design. ■

REFER TO **RIN 15** ON PAGE 74

Fear of Dentist a Thing of the Past with Doctor Smile Laser

The Doctor Smile laser works in full respect of the tissue present in the oral cavity, therefore it is precise, safe, efficient, and in the majority of cases painless. Using a laser reduces the possible need of anesthetic, sutures and pharmaceuticals when carrying out surgical and therapeutic interventions. A fast recovery therefore, which avoids unpleasant post-operative complications.

Laser treatment can be used for numerous procedures such as gum care, the removal of tooth decay, desensitization, whitening, surgery and aesthetics. The laser can be used for an incredible number of applications that work alongside, and in many cases replace, traditional techniques and therapeutic protocols. Doctor Smile offers several kind of laser for hard and soft tissue and in particular:

Doctor Smile PLUSER - Erbium Laser is an innovative laser more complete and versatile than all other lasers on sale nowadays. Carefully designed to perform a lot of operations treating both soft and hard tissues with greater efficiency, this product has been specifically conceived of and developed for the dental and dermatological fields, with the aim of improving their work, paying attention to the quality of the life and to the care of patients' health.

Doctor Smile Wiser - Diode laser is the new dental laser generation! Autonomy of operation, freedom from power cables, with or without pedal, no optic fibers; these are the main novelties of Wiser compared to conventional lasers. Wiser is the answer to the need of moving freely by definitively eliminating the annoying tangles of cables. Wiser is the result of specific research carried out on the needs of the dental practice. Doctor Smile line is made by **LAMBDA Spa** – Vicenza, Italy. ■

REFER TO **RIN 16** ON PAGE 74

OTORHINOLARYNGOLOGY

Early Detection and Treatment of Tinnitus May Relieve Millions of Patients from the Constant Buzzing

People suffering from tinnitus often hear ringing, swishing, or other noises that seem to be originating in the ear or head. Its exact physiological cause or causes are not known. Not normally a dangerous or serious problem, tinnitus is usually a symptom of some other underlying condition and most often considered a nuisance. Age-related hearing loss, ear injury, foreign objects and wax build-up in the ear, and circulatory system problems, for example, may cause the condition.

Magnetoencephalography Detection

It's a ringing, a buzzing, a hissing or a clicking - and the patient is the only one who can hear it. Now a Henry Ford Hospital study finds that a non-invasive imaging technique can actually aid in the diagnosis of tinnitus and may detect a reduction in symptoms after different treatments, offering hope to millions of patients with tinnitus.

«Until now, we had no way of pinpointing the specific location of tinnitus in the brain,» says study co-author *Michael D. Seidman*, M.D., F.A.C.S., director of the Division of Otologic/Neurotolgic Surgery in the Department of Otolaryngology-Head & Neck Surgery at Henry Ford Hospital.

This imaging technique, magnetoencephalography (MEG), can determine the site of perception of tinnitus in the brain, which could in turn allow physicians to target the area with electrical or chemical therapies to lessen symptoms, according to the study which was presented at the 2009 International Tinnitus Forum, Satellite Event of the American Academy of Otolaryngology - Head and Neck Surgery Annual Meeting & OTO EXPO which took place in fall of 2009.

«Since MEG can detect brain activity occurring at each instant in time, we are able to detect brain activity involved in the network or flow of information across the brain over a 10-minute time interval,» explains co-author *Susan M. Bowyer*, Ph.D. bioscientific senior researcher, Department of Neurology at Henry Ford Hospital. «Using MEG, we can actually see the areas in the brain that are generating the patient's tinnitus, which allows us to target it and treat it.»

Imaging techniques currently used to study tinnitus in the brain - PET and fMRI - provide a general location but are not successful at determining the specific site in the brain that is generating tinnitus symptoms.

MEG, by comparison, measures the very small magnetic fields generated by intracellular electrical currents in the neurons of the brain. Only 20 sites in the U.S., including Henry Ford, are equipped with a MEG scanner. MEG is presently used at these sites for presurgical brain mapping for patients undergoing surgery for brain tumor removal or Epilepsy treatment.

«With PET and fMRI, most of the auditory cortex of the brain lights up with activity during imaging. MEG, however, is a much more sophisticated machine and it can identify a specific tone or topic point, so only a small area in the brain lights up. It's like having the lights on in only the city of Detroit, compared to having the lights on in the entire state of Michigan,» explains Dr. Seidman.

For the study, Dr. Seidman and his colleagues collected MEG results from 17 patients with tinnitus and 10 patients without tinnitus. MEG data were collected for 10 minutes, and then digitally filtered. Study participants wore ear plugs to eliminate outside sounds, and kept their eyes open and fixated on one point on the ceiling in the room during testing.

With tinnitus patients who have ringing in one ear (unilateral tinnitus), MEG imaging detected the greatest amount of activity in the auditory cortex on the opposite site of the brain from their perceived tinnitus. For patients with ringing in the head or both ears (bilateral tinnitus), MEG imaging revealed activity in both hemispheres of the brain, with greater activity appearing in the opposite side of the brain of the strongest perception of tinnitus.

Patients without tinnitus had multiple small active areas in the brain, but no particular areas were found to be highly coherent during the 10-minute MEG scan.

Ultimately, Dr. Seidman says the study establishes MEG as an effective clinical tool for localizing the probably source of tinnitus in patients' brains. It also has the potential to assist with the development of future interventional strategies to alleviate tinnitus.

Hope for Early Treatment

Pioneering new research funded by the Royal National Institute for Deaf People (RNID) has revealed hope for the early treatment of tinnitus. The study, led by researchers at the University of Western Australia, shows that for a certain period, spontaneous nerve activity in the brain previously shown to be as-

sociated with some types of tinnitus is dependent on signals from the ear. So temporarily reducing the signals sent from the ear to the brain opens up the possibility of treating tinnitus early after onset.

Professor Don Robertson, who led the study at the University of Western Australia, said «This finding indicates there may be an early phase of tinnitus development which could be arrested by temporarily dampening down the firing from the cochlea. And although a lot more research needs to be done at this stage, it is a very exciting prospect.»

Tinnitus affects seven million people in the UK, yet there are no safe or effective ways of alleviating this stressful condition, according to *Dr. Ralph Holme*, Director of Biomedical Research. "We are extremely excited about the significant progress this research has made into identifying a possible window of opportunity for future treatments,» he added.

A 24 year old patient who has suffered from tinnitus for the last two years, *Dianna Zissi*, has always been passionate about music. She complains that having tinnitus has been very detrimental to her lifestyle, leisure and general freedom. "I can't sleep at night without some kind of hefty, constant background noise, like a fan, to drown out the cacophony. Tinnitus can be so loud that you just want to scream! It's really encouraging to know that RNID are investing in research into treating this condition. I hope this means that others may one day receive treatment before it's too late,» she said.

Increased nerve activity in the brain is often caused by exposure to loud noise - such as music or machinery. The new pre-clinical research shows that this increased nerve activity can be reversed to normal levels by reducing the signals coming from the inner ear. This was done by cooling the cochlea or by applying certain drugs. It is thought that after a longer time period, the increased nerve activity becomes independent of input from the ears, suggesting that there may be a window of opportunity to treat tinnitus before it becomes established. Research is now needed to find treatments to exploit this window of opportunity in tinnitus patients. ■

Prepared by MHW Staff

الأشخاص الذين يعانون من طنين الأذن عادةً ما يسمعون نوعاً من الرنين أو الهسهسة أو أصوات أخرى يشعرون أنها تنشأ في الأذن أو الرأس. أثبتت دراسة حديثة من مستشفى هنري فورد أن تقنية غير إجتياحية في التصوير، تعتمد على التخطيط المغنطيسي للدماغ، بإستطاعتها المساعدة في تشخيص طنين الأذن والكشف عن أي تراجع على مستوى الأعراض بعد علاجات مختلفة، الأمر الذي يعطي الأمل للملايين من المرضى. في دراسة أخرى قام بها باحثون من جامعة ويسترن أستراليا تبيّن أنه، ولفترة معينة، يعتمد النشاط العصبي العفوي في الدماغ الذي سبق أن تم ربطه ببعض أنواع الطنين على إشارات من الأذن. لذا فإن تقليل الإشارات المرسلة من الأذن إلى الدماغ بشكل مؤقت يفتح الطريق أمام العلاج المبكر.

REFER TO **RIN 17** ON PAGE 74

Experts at Health Expo Tackle Region's ENT Disease

While an estimated 30 million to 40 million Americans have chronic sinusitis, the disease also has many sufferers in the Middle East. Recent studies provide evidence that a high percentage of sufferer's also have allergies. Dry, desert climates breed are fungus that can contribute to chronic sinus disease and otolaryngologists practicing in the region are continually exploring more effective ways to diagnose and treat these problems.

Dubai recently brought together leading regional and international experts to discuss the latest up-to-date trends on treatments and technologies in head and neck surgery. Produced by IIR Middle East Life Sciences Division, the seventh edition of the Middle East Update in Otolaryngology Exhibition & Conference – Head and Neck Surgery took place from February 14 to 16, 2010, at the Dubai International Convention and Exhibition Centre.

Chairman of the Otolaryngology Conference 2010, Dr Muaaz Tarabichi MD, Head of ENT Department, American Hospital Dubai said "Allergy to fungus in the desert is the most common cause of allergic fungal sinusitis (AFS). AFS is one of the more challenging pathologies to otolaryngologists as they have faced this clinical problem for quite some time now and despite the proper medical and surgical lines of management, it seems there is a high recurrence rate of the disease. At the conference there will be a focus on this subject to highlight the latest advances in treatment of the disease by drawing upon the expertise of the international and regional specialists attending the event."

As in other parts of the world, hearing loss in children is another common ENT disorder in the Middle East. Dr Tarabichi emphasises that all newborns should be tested for hearing loss as it is critical that treatment starts immediately after birth. The public should be made aware of the problem as most parents discover this problem when it is already too late for doctors to offer help. ■

REFER TO **RIN 18** ON PAGE 74

Rayovac Showcases Hearing Aid Technology at Otolaryngology 2010

Hearing loss can have a profound impact on an individual's emotional, physical, and social wellbeing. People with hearing loss are more likely to report symptoms of depression, dissatisfaction with life, reduced functional health and withdrawal from social activities. Technology has led to a remarkable new generation of hearing aids that amplify sounds in a clear, crisp way and the size of hearing aids has been vastly reduced, reducing the social stigma of wearing a hearing aid.

Rayovac, the manufacturer of the world's best selling air hearing aid batteries attended Dubai's Otolaryngology Exhibition & Conference in February to boost its profile in the Middle East.

The company, which manufactures over 60 percent of the world's hearing aid batteries, showcased a series of market leading innovations. This includes Rayovac's latest generation of zinc air hearing aid batteries – Extra Advanced – their most powerful and longest lasting available to hearing aid wearers anywhere in the world. The innovative technology also comes with a range of value adding support services for audiologists and their customers.

Rayovac already has a strong presence in the Middle East and has attended this event as it is looking to develop its brand in the region and introduce its latest product enhancements. With sales of hearing devices growing steadily and expected to rise further in future, the Middle East is a key market for Rayovac.

Another groundbreaking innovation is Rayovac's protective stainless steel battery cell casing. The new proprietary design, named PRO-TECT [tm], offers an innovative solution to the problem of corrosion which can impair battery performance in hearing devices. The nickel clad stainless steel casing has now been introduced on all Rayovac batteries and also enhances battery performance by improving conductivity. The product is ideal for customers in the Middle East as it performs really well in extreme conditions (dry or humid) where the chances of corrosion are increased. ■

REFER TO **RIN 19** ON PAGE 74

New High Performance ri-scope® L Instruments from Riester

The recently launched ri-scope® L Otoscopes and Ophthalmoscopes are high performance diagnostic instruments from **Riester**. This new range was developed with input from medical doctors to ensure optical quality and an ergonomic design that is comfortable and user-friendly.

All ENT instruments of the ri-scope® L-series feature Riester's brand new LED technology that provides a whiter light, improving examinations as a result of its enhanced image clarity and color contrast. The area under examination is shown in true-color: the improved red-color contrast aiding a reliable and exact diagnosis. Lamps with LED technology have a lifetime of at least 10,000 hours, compared to 20-30 hours with the alternative halogen and xenon lamps. ri-scope® L combines this energy efficient LED technology with a long lasting lithium-ion battery to create a sustained high-power performance and significant cost savings.

Light-weight lithium-ion batteries have the benefit of achieving a considerably higher charging capacity and longer lifetime than regular batteries and provide sustained high performance for up to 1200 charging cycles.

Riester's brand-new rheotronic® technology for instrument handles is a new patent pending technology that makes it possible to power both LEDs and conventional bulbs electronically. This means that the usage of all ri-scope® L instrument heads is possible by one handle only, no matter which kind of illumination is selected. 100% light output is guaranteed immediately after a slight turn of the electronic switch and it is possible to regulate light intensity very smoothly in both directions. An automatic turn-off function after 120s guarantees that LEDs, bulbs and the Li-Ion rechargeable batteries are conserved and can be used as long as possible.

By this universally unique combination of LEDs, Li-Ion rechargeable batteries and the rheotronic® technology, Riester is able to offer the most reliable diagnostic instruments with longest lifetime on the market.

All ri-scope® L instrument heads can be used with C- or AA-handles, making them portable, or with the Riester diagnostic wall mounted station ri-former®. ■

REFER TO **RIN 20** ON PAGE 74

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Better Computing, Communication for Emergency Medical Personnel at Disaster Sites

Hurricane Katrina. The Southeast Asian tsunami. And now the killer earthquake in Haiti. In each case, the response to a natural disaster has been further complicated by the difficulty of delivering medical care in a chaotic environment where the communications infrastructure on the ground is seriously damaged or completely destroyed.

To address that problem, researchers at the University of California, San Diego have launched a project to find better ways for emergency officials and first responders to talk to each other and share data on the ground at the scene of a natural or man-made disaster – even when the local communications infrastructure is out of commission.

Approximately $1.5 million annually over two years in "stimulus" funding under the American Recovery and Reinvestment Act (ARRA) from the National Library of Medicine (NLM) will underwrite the WIISARD SAGE project. NLM is one of the National Institutes of Health (NIH).

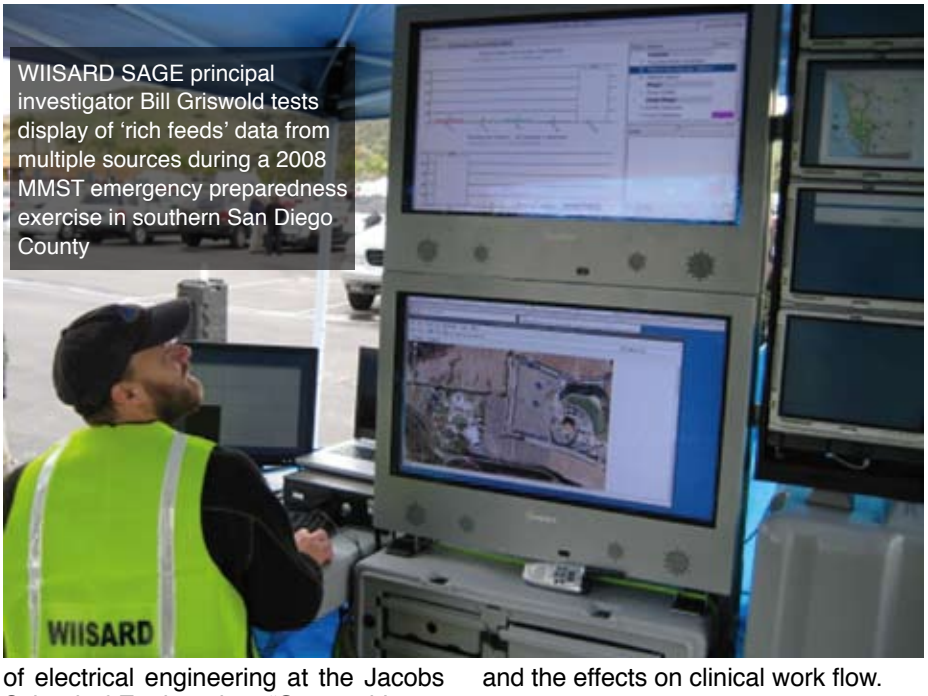
The new project picks up where the original Wireless Internet Information System for Medical Response in Disasters (WIISARD) left off. That four-year project (2004-08) developed a testbed consisting of devices and software for use by first responders and command center personnel dealing with triage and other medical decisions after a disaster.

Building on the WIISARD testbed, the new project (SAGE stands for "Self-scaling Architecture for Group and Enterprise Computing") will explore group or collaborative computing in mobile environments, as well as self-scaling systems for disaster management (no matter how many personnel and agencies respond to a disaster).

The new project brings together an interdisciplinary team of faculty – most of whom also worked on the original WIISARD – from computer science, cognitive science, electrical engineering and emergency medicine in the UCSD division of the California Institute for Telecommunications and Information Technology (Calit2).

"As the aftermath of the earthquake in Haiti has demonstrated so starkly, communication is a critical ingredient in any medical response to a disaster," said *William Griswold*, principal investigator on the WIISARD SAGE project and a professor in the Computer Science and Engineering department of UCSD's Jacobs School of Engineering. "A critical issue for disaster response is group or collaborative computing in mobile environments. With this new project, we hope to overcome several inter-related problems that inhibit the successful use of information technologies at disaster sites to manage medical care."

Added Calit2's division director at UCSD, Ramesh Rao, who is a co-investigator on WIISARD SAGE and a professor of electrical engineering at the Jacobs School of Engineering: "Our goal is not to create systems but to identify and test approaches that will make it feasible to use medical informatics technologies to address the myriad challenges in disaster environments."



WIISARD SAGE principal investigator Bill Griswold tests display of 'rich feeds' data from multiple sources during a 2008 MMST emergency preparedness exercise in southern San Diego County

The UCSD researchers will test their solutions with emergency response agencies during large-scale disaster drills in San Diego County – the first one scheduled for mid-May 2010, under the auspices of the federally funded San Diego Regional Metropolitan Medical Strike Team (MMST). MMST is comprised of various police departments, fire departments, hazmat, bomb squads and S.W.A.T. teams throughout San Diego County and was created to coordinate and enhance care of mass casualties in a terrorist attack or natural disaster.

In addition to MMST, the UC San Diego team will also participate in drills organized by California's Disaster Medical Assistance Team (DMAT). The drills will allow the researchers to measure how successful their new approaches are in terms of key benchmarks, including network and application performance, speed of transmission of information, and the effects on clinical work flow.

The existing WIISARD testbed includes triage and medical data, treatment aspects of field care, and personnel and mass casualty tracking.

According to *Theodore Chan*, M.D., a professor of clinical medicine in the UC San Diego School of Medicine's Department of Emergency Medicine, there are three critical obstacles that need to be overcome if information technology is going to improve communication and decision-making after a disaster. "Disaster sites often have a noisy and chaotic electromagnetic environment that makes wireless networks unreliable, so we need to find a way to allow first responders to continue their work – even if their connection to a central server is down," said Chan, who is the lead medical expert on the WIISARD SAGE project as well as Medical Director of MMST and the emergency departments at UC San Diego Medical Center.

The second problem to be overcome: First responders typically arrive at disaster sites at staggered intervals, and depending on the size of the disaster, emergency personnel could reach into the thousands. So the UCSD research-

ers are developing systems that are interoperable and self-scaling with progressive growth of capabilities as responders arrive at the scene.

"The third problem is that the capabilities of computer systems in disaster environments will change from moment to moment based on connectivity and infrastructure," added Chan. "So we want to convey this information to users and also design applications that will use this information in a seamless way to enhance the work flow of emergency medical personnel."

Ahead of the May disaster drill, the UCSD researchers recently pre-tested some of their new ideas. They include: mobile phones that are equipped with custom software; Bluetooth barcode scanners that allow responders to scan a patient's paper triage tag to bring up their on-site medical record; radio frequency identification (RFID) technology to help track where responders are located at a disaster site; and new network protocols, including Grapevine, a "gossip"-based protocol that allows communication even if not all network connections are functioning. WIISARD SAGE will also add GPS units to the nodes of the ad hoc CalMesh network developed at Calit2, for estimating the positions of responders or disaster victims by triangulating signal strengths.

UC San Diego Medical Center assistant clinical professor *Colleen Buono*, M.D., is a co-investigator on the WIISARD SAGE project (as she was on the original WIISARD). She will play a critical role in the clinical effort in upcoming disaster drills, as a member of both MMST and DMAT, and in integrating the testing of new approaches with the drills.

"Our pre-drill tests went as well as we could have hoped," said Griswold. "We coped with a lot of uncertainty as far as GPS, windowing systems and cell phone reception, but barely two months into the current project, we now have a platform we can deliver on." ■

إعصار كاترينا. التسونامي في جنوب شرق آسيا. والآن الزلزال القاتل في هاييتي. في كل من هذه الحالات كانت الإستجابة للكارثة أكثر تعقيداً بسبب صعوبة توصيل الرعاية الطبية في بيئة تسودها الفوضى مع بنية تحتية للإتصالات على الأرض متضررة أو مدمّرة بالكامل. لمعالجة هذه المشكلة قام باحثون من جامعة كاليفورنيا في سان دييغو بإطلاق مشروع لإيجاد سبل أفضل لمسؤولي الطوارئ وأول المستجيبين تسمح لهم بالتواصل مع بعضهم البعض وتبادل البيانات على الأرض في مكان وقوع الكارثة، حتى عندما تكون البنية التحتية للإتصالات المحلية غير صالحة للإستخدام.

REFER TO **RIN 22** ON PAGE 74

ECG Reading Anywhere with New Mobile Phone

Medical Marketing Berlin GmbH (MMB) is presenting the new revolutionary mobile phone Handy Sana 210 with an integrated ECG function.

The Handy Sana 210 provides an integrated multi-lead ECG and Health Suite function. People who are diagnosed with a heart disease and are at high risk of suffering a heart attack will be able to take an ECG reading of their heart rhythm at any location at work, home, hotel etc. When needed the critical ECG is immediately transmitted to a 24 hour Personal Health Concierge Centre and a reply shall be sent to the phone within minutes.

The phone takes an ECG reading of the heart which is instantly sent to medical experts for analysis. In 2-3 minutes the diagnosis shall be received. The prompt analysis of the heart's rhythm and pattern is the key to survive in cases of a cardiac arrest and other serious heart events.

The Handy Sana 210 has a 2.8 inch full touch screen and full-fledged mobile phone capabilities including multimedia suite, Internet browser, calendar, built-in camera with screen viewfinder and dedicated menus. It offers health suite services to store data like blood pressure, cholesterol, blood glucose and ECG monitoring.

No strapping of electrodes to the chest, the user needs only to press two fingers on the phone's edges for 30 seconds for the phone to pick up and record the ECG reading. ■

REFER TO **RIN 23** ON PAGE 74

Security, Productivity and Comfort with Honeywell's Clino System 99

ACKERMANN
by Honeywell

Clinics and hospitals can only meet the challenges of today and the future through process optimization and expansion of services. Ackermann by **Honeywell**'s Clino System 99 is a modular, scalable communication solution which provides a flexible system basis that realizes sustainable concepts for more security, productivity and comfort. The system platform Clino System 99 sets itself apart with its maximum of flexibility and scalability. Through its modular system design, both existing and new care communication installations can be adapted to individual user demands at any time. Whether the care facility has only 20 beds or even more than 1,000, the system can handle all sizes of projects. Depending on the needs, it facilitates the full bandwidth of modern care communication, from pure optical/acoustic signaling to communication solutions with discrete speech at the patient's bedside.

Special care was given to guaranteeing high investment protection through downward compatibility to other Clino systems as well as always guaranteeing an optimal cost-benefit ratio. Numerous interfaces facilitate the integration of almost all relevant safety and communication systems in the area of care. But also connection to Fire Alarm System of ESSER by Honeywell is technically feasible and will be displayed in detail in the Clino System 99. So, Honeywell offers the complete portfolio for safety and protection. ■

REFER TO **RIN 24** ON PAGE 74

PACS Continuity Planning: 24/7 Image Access – Always

Many unpredictable events may risk the integrity of a PACS: An air conditioning failure in the server room, flooding, fire, short circuits or vandalism may cause a permanent breakdown. The impact on the affected institutions, their workflow, patient histories and daily work is extremely high. Therefore, it is crucial to rely on a continuity system to allow access to stored imaging data and reports.

IMAGE Information Systems' (IIS) iQ-SYSTEM PACS offers a series of reliable options for easy and safe business continuity planning. This innovative product line protects every organization's data and ensures immediate access to the stored records in case of a breakdown. IIS has successfully implemented solutions for PACS continuity systems in small and large medical facilities, for example:

A. Full back-up PACS: iQ-WEB can be the back-up PACS of any existing PACS. Data will be sent from the modalities to both, primary and back-up PACS. Both PACS can synchronize automatically.

B. Virtual PACS Server: iQ-ROUTER PRO can function as a Gateway that serves as a proxy between the modalities and various PACS. This virtual PACS acts as a DICOM store SCP/SCU to the local modalities. This way, the modalities and viewing stations only interact with the proxy. The proxy communicates with the PACS servers.

C. Thick client access to multiple sources: iQ-VIEW is one of the few PACS viewing stations that can query, retrieve and read seamlessly from multiple sources at a time. It provides simultaneous access to an unlimited number of sources without reconfiguration.

D. Thin web-based image distribution architecture: iQ-WEBX can act as a secondary thin client reading software to query, retrieve and read from an unlimited number of sources simultaneously. As a secondary PACS, iQ-WEBX can receive images directly from the modalities and/or retrieve the primary PACS server to look for further, updated information at any time. ■

REFER TO **RIN 25** ON PAGE 74

Nuance Launches SpeechMagic Solution Builder 2 in Middle East

Nuance Communications, Inc., a leading supplier of speech solutions, introduced in January its speech-based clinical documentation application SpeechMagic Solution Builder 2.0 for the Middle East market. **Emerging Technologies**, an Abu Dhabi-based supplier of speech-enabled business applications and speech recognition technology, will be the first local partner responsible for distributing the solution in the various countries of the region. Hospitals and healthcare organizations in the Middle East have now access to this innovative technology that allows to rapidly improve workflows, reduce costs, and facilitate digitalization of clinical documentation.

"There is an increasing demand in the Middle East for speech recognition solutions that are both simple to integrate into legacy information systems and highly scalable. Nuance's SpeechMagic Solution Builder 2.0 can be quickly deployed within any healthcare IT infrastructure. We are confident SpeechMagic Solution Builder will efficiently respond to this demand for highly productive and interoperable tools", says *Marcel Wassink*, Vice President Nuance Healthcare for the EMEA region.

SpeechMagic Solution Builder will supplement in the Middle East region existing speech recognition solutions from Nuance: Dragon Medical 10. While Dragon Medical meets the needs of GPs and smaller user groups, SpeechMagic Solution Builder is particularly suitable for larger installations, for example hospital-wide installations or installations within large-scale networks. It is a highly customizable solution allowing the use a variety of workflows for the benefit of the clinical staff, system administrators and the patients. "SpeechMagic Solution Builder can administrate up to 100.000 dictations at a time", says Wassink. Consequently, big health-IT providers such as Agfa Healthcare have already integrated SpeechMagic Solution Builder 2.0 into their Health-IT-portfolio.

SpeechMagic Solution Builder helps doctors by speeding up report creation, reducing inquiries from other departments and often giving them more time for their patients. The Nuance solution also satisfies CIOs as it is fast and easy to integrate into existing information systems, be it a RIS, a HIS or any medical information system. ■

REFER TO **RIN 26** ON PAGE 74

Construction of New OR Technology Headquarters Begins

OR Technology, provider of medical system solutions, will start construction of the new company headquarters in February. This new construction is the company's response to the rising demands in the medical sector and the continuous growth of the enterprise. The five-storey building will be erected on a 3,500 sqm plot in a central position at the city harbour of Rostock.

CEO *Bernd Oehm* is looking forward to the new building: "We are planning a strategic expansion of our enterprise in the fields of support, training and production. This is what made this step necessary." The department of technology/ support will be extended considerably. In addition, a bigger training center will be established. Furthermore the best conditions will exist for a final completion from components for digital X-ray systems to complete systems.

The ambitious goal: The new construction is planned to be completed as early as December 2010. The new company headquarters of OR Technology will be an architectural eye-catcher: the gentle curve of the building conveys the idea of a shield against the environment on the one hand, and on the other hand it will emphasize the view of the city and the harbor. The interior layout of the building will be adjusted to the interacting work processes within the company.

OR Technology was founded in Rostock in 1991. The competence group with dealers in more than 40 countries on five continents offers its customers a wide spectrum of interlinked products and services in the field of medical image processing and X-ray technology. Its name is equivalent with innovative, high-quality medical software solutions. The OR Technology competence group offers tailor-made systems ranging from special software modules to complete digital solutions including X-ray technology. Customers include clinics, hospitals as well as doctors in private practice in the fields of veterinary and human medicine. ■

REFER TO **RIN 27** ON PAGE 74

SCHILLER Introduces its SEMA-200 Data Management Solution

The trusted SEMA-200 Data Management Solution from **SCHILLER** provides highly effective storage, analysis, and evaluation of diagnostic recordings. It extends the functionality of connected devices, and ensures a more efficient workflow with the help of advanced search, batch editing, worklist, and interpretation tools.

Standard interfaces such as GDT, DICOM, and HL7, enable SEMA-200 to become an integrated component in a larger systems solution. New or updated patient demographics can be imported automatically into the database, resulting in a synchronized copy of all patients stored in the Patient Data Management System (PDMS). Findings, parameterized diagnostic data, and waveforms are automatically exported to Hospital Information Systems (HIS) and/or Billing Systems.

Order request messages can be automatically received, and are compiled into Worklists, which are sent only to the intended device or group of devices. Order IDs are included in the returned results, which provides a complete closed loop workflow, with virtually no manual data entry and complete traceability.

Built in security features, such as auto logoff, role based login, and filtered access control function keeps data safe from prying eyes. The availability of the new LDAP interface allows SEMA-200, and devices such as the CS-200 and the AT-104 PC, to access user information and credentials stored in external Directory Services, such as Microsoft Active Directory or Novell eDirectory. This almost completely eliminates user administration tasks and allows the users to use the same usernames and passwords as in other systems.

With the SEMAweb add-on module, users can use any PC or Smart Phone with a standard web browser to log in and view or print any stored diagnostic recordings from virtually anywhere.

Thanks to its unique flexibility and scalability, SEMA-200 is perfectly suited for everything from a physician's office to multi-site hospital organizations. With SEMA-200, your diagnostic data is secure and easily accessible anytime. ■

REFER TO **RIN 28** ON PAGE 74

Digital Plaster for Monitoring Vital Signs

Will Enable Healthcare Professionals to Wirelessly Check on their Patients

A wireless digital 'plaster' that can monitor vital signs continuously and remotely is being tried out with patients and healthy volunteers at Imperial College Healthcare NHS Trust, in a new clinical trial run by Imperial College London researchers.

Toumaz Technology Ltd's Sensium™ digital 'plaster' or 'patch' is a disposable device that sticks to a patient's chest. It is designed to allow patients to have their health monitored continuously without being wired up to bulky, fixed monitoring machines, potentially freeing some patients from their hospital beds.

The digital plaster is based on innovative technology created by engineers at Imperial College London. It contains a wireless, smart, ultra-low power sensor platform in a silicon chip, which can monitor a range of vital signs like body temperature, heart rate and respiration in real-time.

The intention is that healthcare professionals will be able to download this information using a mobile phone, enabling them to pick up on any critical changes in their patients' status on a 24-7 basis and allowing early detection and treatment of any unforeseen complications. The data can also be integrated automatically into the patient's electronic medical record.

The team that developed the Sensium™ digital plaster from Toumaz Technology Ltd, a spin-out from Imperial College London, hopes that it will enable some patients to recover from surgery and illness at home rather than in hospital. It should also mean that hospital in-patients have greater mobility. In addition, it could allow doctors to extend continuous monitoring of vital signs to a broader range of patients. The disposable plaster has a working life of several days, after which it can be replaced, ensuring that infection control can be maintained.

Professor Chris Toumazou FRS led the team that developed the plaster and he is the CEO and co-founder of Toumaz Technology Ltd and the Director of the Institute of Biomedical Engineering at Imperial College London. "We think the digital plaster could revolutionize healthcare and we're really excited to see it being tried out with patients for the first time. Ultimately, the plaster could mean that doctors can keep track of any worrying changes in patients' vital signs 24 hours a day, 7 days a week, and then deal with any problems that arise really quickly. We think that fewer patients will have medical complications if doctors can spot health problems as soon as they arise and then treat each patient accordingly," he said.

"We're hoping that the plaster will improve the health and wellbeing of a vast range of patients – from patients on a general hospital ward to people with chronic diseases like diabetes and cardiovascular disease who want to have their health monitored without having to keep visiting the hospital. At the same time, the plaster should free up doctors and nurses' time by allowing them to keep an eye on patients without continuously checking bits of machinery."

In the new trial, which is funded by CareFusion, researchers will be exploring whether the physiological data that doctors and nurses can obtain using the digital plaster system is equivalent to that which can be acquired using the current gold-standard monitors in use in hospitals.

The trial is being conducted in three phases: an initial phase with non-patient

volunteers, followed by two patient study groups from Imperial College Healthcare NHS Trust - patients recovering from surgery and patients with specific medical conditions in the general wards. Those taking part in the trial will wear the digital plaster and they will also be connected to a state-of-the-art monitoring machine, so that the researchers can compare the performance of the two.

Dr Stephen Brett, the researcher who is leading the clinical trial, who is an Honorary Senior Lecturer at Imperial College London and a Consultant in Intensive Care Medicine at Imperial College Healthcare NHS Trust, said: "This project involves taking an elegant piece of engineering, developing it into a potentially clinically usable system and evaluating it in an acute hospital setting. Currently, unless they are in critical care or are identified as being at particular risk, most patients only have their vital signs measured every few hours. This can't give us a complete picture of a patient's health. If the new technology proves effective, it could enable us to collect vital sign information really frequently from large numbers of hospital patients, with minimal inconvenience to them. As the plaster is wireless, we would be able to collect the data without impairing patients' ability to move about. This would be great because it is often important for a patient's recovery to ensure that they can stay mobile."

The trial is taking place within the Academic Health Science Centre (AHSC), a partnership between Imperial College London and Imperial College Healthcare NHS Trust, formed in October 2007. The AHSC's aim is to improve the quality of life of patients and populations by taking new discoveries and translating them into new therapies as quickly as possible. ■

ستسمح ضمادة رقمية جديدة قابلة للرمي وتُلصق على الصدر، بمراقبة مستمرة لصحة المريض لاسلكياً فيتمكن من مغادرة المستشفى في وقت مبكر. تقوم هذه الضمادة على تكنولوجيا مبتكرة طوّرها مهندسون من إمبريال كوليدج في لندن وتحتوي على منصة لاسلكية ذكية لا تتطلب طاقة عالية ومزروعة داخل رقاقة من السيليكون. تسمح هذه المنصة بمراقبة حيّة لمجموعة من المؤشرات الحيوية مثل درجة حرارة الجسم ومعدل ضربات القلب والتنفس، والهدف هو تمكين أخصائيي الرعاية الصحية من تحميل هذه المعلومات على الهاتف المحمول ورصد أية تغييرات لدى مرضاهم في أي وقت من النهار، الأمر الذي سيسمح لهم بالكشف المبكر عن أي تعقيدات غير متوقعة وعلاجها.

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Sharps Containers from Uson Plast

Uson Plast A/S is a Danish company with more than 40 years of experience in the development, production and international sales of products for healthcare and medical industry. The company specializes in manufacturing disposable plastic products for hospitals, healthcare institutions and laboratories, working also as subcontractors primarily for the medical industry.

Using the latest engineering and robotics technology Uson Plast produces and handles products in a cost efficient manner. The company is certified by BVQI according to DS/EN ISO 9001.

Safety Containers

Health workers are exposed to a potential risk of a fatal needles stick injury whilst helping other in their daily work. Uson Plast has more than 40 years experience in solving this problem and has developed a complete range of sharps containers for safe disposal of clinical waste. The use of Uson sharps containers substantially reduces the risk by ensuring the safe disposal of used syringes, needles and sharps. Its product range varies from 100 ml to 21 liter. Available are accessories to fix the containers on a table, trolley or on the wall.

The safety containers are produced according to UN standards. Furthermore, the products are annually tested by The Danish Technological Institute to ensure that they meet international requirements and standards. They are produced under strict quality control and match the strongest environmental demands. ■

REFER TO **RIN 30** ON PAGE 74

The DEFEND Product Range from MyDent

Mydent International is celebrating 25 years of business in the healthcare sector. Its DEFEND brand of infection control products, impression materials and disposable products provide exceptional value: they cost less, last longer and work better.

The DEFEND line of disposables is comprised of a wide-variety of products for the health and safety of healthcare professionals and their patients. Products include:

• Gloves: Vinyl, Latex, and Nitrile Exam Gloves

• Face Masks & Shields: Pleated, Molded & Cone Masks; Ear-Loop and Tie-On Masks; Face Shields.

• Disinfectants & Cleaners: Disinfecting/Cleaning Wipes; Presoaks and Ultrasonic Solutions; Lotion Soaps.

• Evacuation Products: Disposable Traps; Evacuation System Cleaners; Saliva Ejectors and Evacuation Tips.

• Sterilization Products: Sterilization Pouches & Wrap; Autoclave Tape; Heat Sealers and Accessories.

• Impression Materials: VPS Impression Materials and Mixing Tips; Alginate Substitute; Impression Trays.

• Preventative Products: Prophy Paste; Prophy Angles.

• Disposables: Barrier Film and Sleeves; Cotton Rolls and Sponges; Patient Towels and Cups; Air/Water Syringe Tips and Micro-Applicators.

• Instruments: High-Speed Handpieces and Cleaners; Mirror-Lite Mouth Mirrors; Spring Calipers and Micro Torches.

• Apparel & Eyewear: Disposable Lab Coats; Disposable Gowns; Silpure Cotton/Poly Antimicrobial Gowns.

All DEFEND products are backed by superior service, outstanding customer support and a global network of distribution partners in 43 countries. ■

REFER TO **RIN 31** ON PAGE 74

Absorbing Products for Incontinence from Scandinavian Abena

Abena is a Scandinavian family owned company founded in 1953, and a producer of absorbing incontinence products, employing more than 1200 people and represented in 70 countries. Abena offers all well-known pad variants and focuses on the wellbeing of incontinence product users.

• One-Stop-Shop Concept - all around incontinence: Abena offers a One-Stop-Shop Concept including all products needed for caretaking of incontinent users. Products carrying the Abena brand are the guarantee for products supporting good nursing strategy: Absorbing products; Fitting products, for the cost effective 2-piece system; Skincare; Dry and wet wipes; Latex and vinyl gloves; Waste systems; and Education.

• Breathable products, AirPlus: Healthy skin is important. One of the best ways to ensure this is to allow the skin to breathe. Abena Products have the AirPlus feature allowing the skin to breathe thus ensuring healthier skin conditions.

• All in one briefs from size XS to XL: As the only manufacturer Abena offer breathable all-in-one briefs in a size span from XS to XL absorbing from 1400 ml to 4000 ml.

• Abri-Man Special: The new Abri-Man Special from Abena

was designed in close cooperation with nurses, carers and male users. It is specially designed to fit men.

• No leakage and extra absorption at the front: New double TopDry layer at the front. Barriers and pockets ensure leakage protection even when lying on the side and a combination of fast absorption, dryness, AirPlus breathability and softness.

• Product for fecal incontinence**:** Abri-San Special is the pad developed for fecal incontinence. Special barriers and pockets ensure optimum leakage protection. Abri-San Special is based on the cost effective two-piece system, therefore frequently changes ensuring good care and healthy skin are possible at affordable costs. ■

REFER TO **RIN 32** ON PAGE 74

Altera's Commitment: Bringing the Future to the World

Altera A.S. is a company operating in the Healthcare sector and located in Izmir, Turkey. The company manufactures disposable medical consumables under the Altech brand, operating in 3 clean rooms (10.000 and 100.000 class). The products are CE and FDA marked and the company complies with ISO 9001, ISO 14001, ISO 13485:2003 quality regulations.

Major product groups:
1- Breathing Circuits (Anesthesia Circuits, Ventilation Circuits, Heated Wire Circuits, CPAP/BPAP circuits, IPPB Circuits, Coaxial Circuits, Neonatal Circuits, Masks, Gas Sampling Lines, Breathing Bags, OEM Production etc.)
2- Breathing Filters (Bacteria Filters, HME Filters, Bacteria/HME Filters)
3- Oxygen and Aerosol Therapy Products

For the moment, Altera is exporting to 58 different countries including the USA, Germany, Italy, Australia, South Africa, Iran and Poland.
At Arab Health 2010, the company signed a long-term distribution contract for the Indian market. In addition, Altera has recently delivered the first container load of Disposable HME Filters and anesthesia sets to China.
The company's research and development of leading edge products for Anesthesia and Intensive Care markets has lead to the promotion of new innovative products like Medi-Flow systems, double gas sampling line systems, new filter de-

signs. The Medi-Flow system is a streamlined tube within a tube system which is a multi-function product for simplicity and higher quality in health care. Tube within a tube streamline design eliminates the twisting between the inspiratory and expiratory limbs, allows greater product mobility and better practitioner control over the placement.
The advantage of this system is to provide a self contained, thermally efficient atmosphere wherein inspired gasses are naturally warmed and humidified. This system helps to reduce hospital material and inventory costs since it may be used both in the Anesthesia and ICU Departments; also as a transport and even as a recovery weaning circuit. According to this unique tubing type, the risk of kinking of the tubes is minimized. ■

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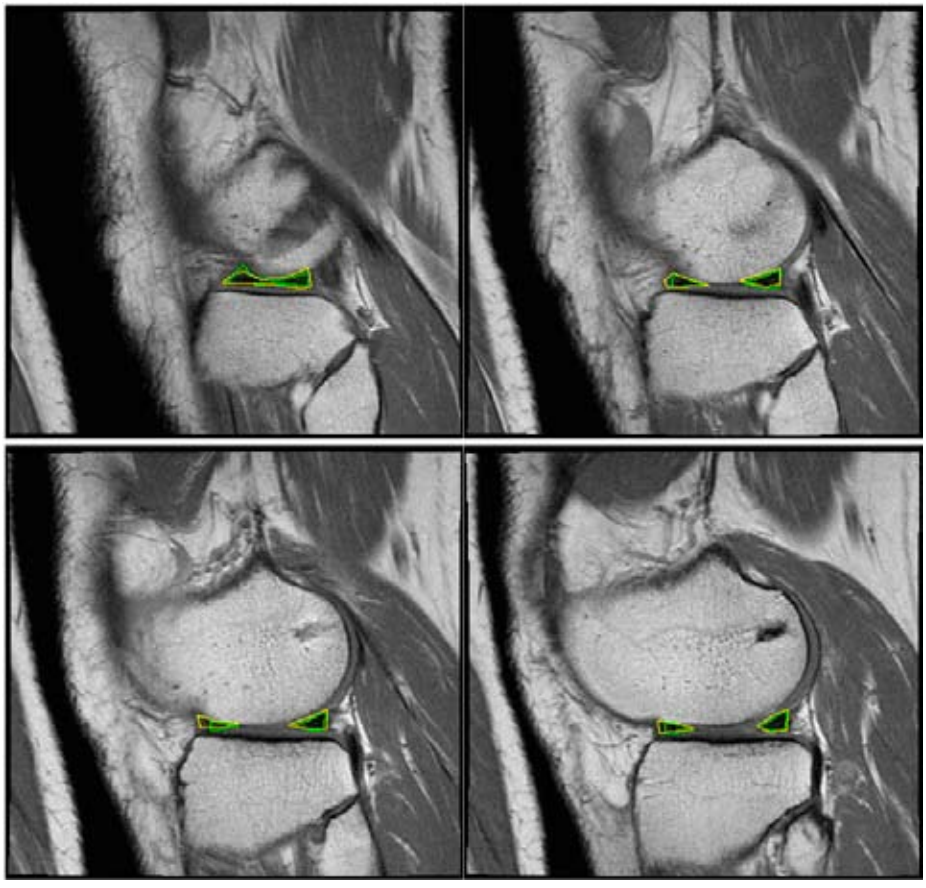
Co- Organizer

Computers Do Better Than Humans at Measuring Some Radiology Images

Scientists have automated the measurement of a vital part of the knee in images with a computer program that performs much faster than, and just as reliably as, humans who interpret the same images. Having more precise information about wear and tear on this portion of the knee – a blend of fibrous tissue and cartilage called the meniscus – could lead to its use as a biomarker in predicting who is at risk for developing osteoarthritis, according to the researchers. The meniscus consists of two C-shaped disks that rest between the thigh and shin bones. It provides cushioning, evens out weight distribution and reduces friction.



Under normal circumstances, radiologists use rulers to measure specific portions of an image. This new program replaces that method with automated measurements of several magnetic resonance imaging slices of the meniscus. These measurements can then be used to determine the total volume of the structure of the meniscus for comparison over time.

After developing the program, the scientists found that the automated measurements were either as reliable as, or more reliable than, human measurements of mild to moderate cases of knee degeneration. More work is needed to make the program equally strong in measuring severely damaged knees, researchers say.

On a case-by-case basis, manual interpretation takes between seven and 20 minutes, and the computer program completes its segmentation in two to four minutes. The scientists say the program could be revamped to make it work even more rapidly without sacrificing accuracy.

"Our ambitious goal is to change the way radiology is practiced," said *Metin Gurcan*, senior author of the work and an assistant professor of biomedical informatics at Ohio State University. "Right now, radiologists don't have the tools to make more than crude measurements of most images. So one thing we are doing is providing those tools."

The research appears online and is scheduled for later print publication in the journal Osteoarthritis and Cartilage.

Researchers believe that if the meniscus – and, eventually, other parts of the knee – can be more precisely monitored for changes over time, the structures could serve as important predictors of people's risk for developing osteoarthritis, the leading cause of disability in older adults.

Gurcan and colleagues used imaging data from the Osteoarthritis Initiative, a massive national study of the disorder, to develop and test new programming designed to automate radiological measurements. Ohio State's Medical Center was one of four clinical centers selected as part of the national initiative to collect information and design disease standards intended to speed drug development. Osteoarthritis is the most common type of arthritis and is characterized by the breakdown and erosion of cartilage that causes pain, swelling and loss of motion in the joint.

The initiative has collected images and other data on 4,796 study participants. This computer programming study used 24 randomly selected images from that collection – 10 from patients with no symptoms, and 14 from patients diagnosed with osteoarthritis. In developing the program, the researchers created algorithms based in part on the intensity of the pixels within each component of the images taken of study participants' knees.

"We set up a process of elimination for consideration. It says bright pixels are not the meniscus. And we know some areas in the images are bone, ligaments and cartilage, so the algorithms won't let those areas be considered the meniscus," said *Mark Swanson*, a medical student at Ohio State and lead author of the paper. "Once the programming is complete, our algorithms know the anatomy of the knee."

The program reads each of up to two dozen slices to designate and segment the three-dimensional structure of the meniscus. As it moves through the images, the program also compares the previous slice to the current slice, re-evaluates and checks its work.

At this point in the development, the program requires some human input. A person must scroll through images manually, find the first slice that includes an image of the meniscus, and place a point within that area of the image. A second point must be placed on the meniscus in the last slice in which that part of the knee anatomy appears.

"From there, the computer takes over," Swanson said. "It looks at that first point and starts growing around it."

Once the segmentations are complete, clinicians are able to calculate the volume, thickness, intensity and any tears in the meniscus – all data that can be compared with calculations made with data from later images. If changes in the meniscus correlate with osteoarthritis symptoms, this part of the knee could become a target for prevention and treatment of the disorder.

To check the validity of the programming, the researchers compared calculations from their study with typical measurements of the meniscus found in previous research. The figures matched.

The scientists also compared the computer program's outcomes to interpretations of the same images conducted by five people specifically trained to manually segment the meniscus within the images. The computer is equally as skilled as two humans whose interpretations of the same image are compared, and exceeds the accuracy of a single person interpreting the same image twice.

"The solution is not to get thousands of people to do the work. The solution is to rely on computers," Swanson said. "The computer is better at some things than people are."

The researchers are currently working to automate the entire process, including the establishment of start- and end-points for the program. They also are developing programs to automate measurement of other areas of the knee: bone, cartilage, ligaments and the quadriceps muscles. All of the images will be obtained from the national Osteoarthritis Initiative.

"In my opinion, this disease will not have a single signature. I think we'll need to look at a lot of different things to understand how this disease develops," Gurcan said.

This research was supported by the National Center for Research Resources, the National Institutes of Health Roadmap Training Program in Clinical Research and the National Library of Medicine. ■

قام العلماء بأتمتة عملية قياس جزء حيوي من الركبة في الصور بواسطة برنامج إلكتروني على الكمبيوتر يؤدي المهمة بشكل أسرع بكثير من البشر وبنفس الموثوقية. يمكن أن يسمح وجود معلومات أكثر دقة عن البلى والتمزّق على مستوى هذا الجزء من الركبة – وهو مزيج من الأنسجة الليفية والغضروفية يُعرف بهلالة الركبة – إلى إستخدامه كمؤشر بيولوجي للكشف عن الأشخاص المعرّضين للإصابة بالفصال العظمي.

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MRI-Compatible Pulse Oximeter from MIPM

After a 5 year story of success, the MRI compatible pulse oximeter Tesla OxySat from **Mammendorfer Institut Fuer Physik Und Medizin GmbH** will make way for the next generation of MRI pulse oximeters.

The Tesla One is the latest development of MIPMs Tesla – MRI line. This pulse oximeter features all modern aspects of medical technology. A touch screen enables users to follow the intuitive handling. A wireless SPO_2 sensor simplifies positioning and handling in the MRI cabin. The pulse oximeter may be positioned everywhere in the MRI room, next to the scanner or directly in front of the observation window. Tesla One can be operated on battery or main power inside the MRI cabin and thus ensures maximum flexibility for the user. The soft touch finger adapter set enables user to monitor neonates, pediatrics and adults with only one sensor.

Since the charging bracket is attached to the Tesla One it is possible to store the SPO2 sensor together with the pulse oximeter and thereby ensure a clearly arranged workstation. The 7 inch color display offers two display modes. Numerical values and a wave form as well as big number. This ensures visibility of the values through the observation window regardless of the positioning of the unit. ■

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Philips High Field Open MR with Ambient Experience

At Arab Health 2010, **Royal Philips Electronics** demonstrated a solution to create a patient-friendly environment by presenting its state-of-the art high field open MR system: the Philips Panorama 1.0T. Not only does this MR system offer physicians high-field image quality for advanced applications, it also offers a completely open design that makes getting an MR scan a more positive experience. Many patients suffer from feelings of claustrophobia in a closed MR system. The Panorama 1.0T features the widest open patient space of any high-field MR system. Physicians will also appreciate the high-resolution images possible from the high-field-strength magnet within the Panorama 1.0T that enables them to make better diagnoses.

"The Panorama 1.0T MR system that we will have on display during Arab Health 2010 offers an unprecedented combination of clinical excellence and patient acceptance. The open design gives the clinicians a lot of flexibility. The radiologist is able to see more patients, give them a comfortable experience and get the most effective results from their work. This system can be of tremendous diagnostic benefit to clinicians," said *Diederik Zeven*, Senior Director and General Manager of Philips Healthcare in the Middle East. ■

REFER TO **RIN 37** ON PAGE 74

GE Healthcare Unveils Innovative Applications across Discovery PET/CT600 Series Platform

GE Healthcare has recently unveiled dual detector capabilities and an enhanced application suite for its Discovery™ PET/CT 600 series scanners.

Continuing to expand access and advance the possibilities for imaging excellence with the powerful Discovery PET/CT 600 family, GE Healthcare has introduced the Discovery PET/CT 690 with BrightSpeed Elite™ CT. The BrightSpeed Elite CT provides advanced imaging and applications capabilities, further enhancing imaging quality and diagnostic confidence.

GE is the only vendor offering the choice of detectors within the same cutting-edge product series, allowing users to tailor systems to their needs. A Discovery PET/CT 600 system can also be configured with a Discovery PET/CT 690 detector, providing flexibility to excel both in clinical implementation and imaging exploration. The entire Discovery PET/CT 600 series platform features exclusive VUE Point HD reconstruction, industry leading MotionFree imaging, and a powerfully fast reconstruction engine.

Image reconstruction can make or break clinical workflow schedules. Using the improved IBM Blade Center®, VUE Point FX reconstruction is now two times faster, at less then 75 seconds per bed position. The patient scan can be reviewed while the patient is still on the table. The scan itself is also more efficient with a 2-meter scan option that allows clinicians to complete an entire head to toe examination in one scan.

For the first time, a sophisticated iterative reconstruction process has also been applied to PET/CT images, providing improved image clarity and diagnostic confidence on a single platform. The Discovery PET/CT 690 with the LightSpeed VCT is showcasing the groundbreaking technique of Adaptive Statistical Iterative Reconstruction (ASIR) resulting in a reduction of CT dose by up to 40 per cent and improving low contrast detectability (LCD) by 30 per cent. With this breakthrough innovation, clinicians don't compromise image quality while reducing dose to their patients. ■

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MEDRAD Delivers Performance for Life

The MEDRAD Stellant® D CT Injection System

MEDRAD, Inc. develops, markets and services medical devices used to diagnose and treat disease. Its product offerings include fluid injection systems for radiology, cardiology and oncology, endovascular devices for the safe treatment of cardiovascular disease, magnetic resonance-compatible accessories and equipment services. The company's world headquarters is near Pittsburgh, Pennsylvania, in the United States. MEDRAD is a business of **Bayer Medical Care**.

The MEDRAD Stellant® D CT Injection System is a full-featured, dual syringe injection system that enables clinicians to perform the most critical CT contrast exams, including Cardiac CT and Coronary CTA, with advances like DualFlow simultaneous saline and contrast delivery, P3T Cardiac personalized patient protocol, XDS Extravasation Detector, and the MEDRAD Certegra Informatics System to integrate injection data with the patient image set.

Enhanced performance is the essence of the market-leading MEDRAD Spectris Solaris® EP MR Injection System from MEDRAD. Building on the feature set, flexibility, and ease-of-use of the successful Spectris Solaris product line, the EP promises enhanced power management performance through longer battery life and an Integrated Continuous Battery Charger (iCBC) option.

Advance clinically, drive productivity, and improve safety with the Intego™ PET Infusion System – your next step in PET imaging. Innovative technology, smart design, and simple operation will make you wonder why you ever infused FDG any other way. Imagine smarter, safer, and simpler PET. The Intego PET Infusion System: a new standard of care in FDG infusion.

Certegra P3T™ products automate protocol personalization and consistently enable improved contrast enhancement for higher quality images for CT angiography and abdominal studies. P3T Cardiac enhances CT angiography of cardiac structures, coronary arteries, chambers of the heart, thoracic and abdominal aorta, and pulmonary vasculature for pulmonary embolism (PE) studies. P3T Cardiac is proven to deliver a higher percentage of PE exams ranked "diagnostic without limitation" when compared to standard protocol. P3T Abdomen personalizes CT imaging of abdominal organs including the liver, pancreas and kidneys. ■

REFER TO **RIN 39** ON PAGE 74

Siemens Healthcare Wins Iraqi Contract To Supply Diagnostics Imaging Equipment

Siemens Healthcare will supply state-of-the-art diagnostics imaging equipment to all Ministry of Health hospitals (around 100) across Iraq. The recently signed contract has a value of around $70 million and is the biggest single order contract to be awarded to Siemens Healthcare in the Middle East.
The products, which include magnetic resonance imaging and computed tomography equipment, mobile x-rays and mammography systems, help to increase diagnostic confidence, allowing for earlier detection of diseases. The equipment will be fully serviced over a period of five years.
The Minister of Health, Iraq, His Excellency *Ali Saleh Al Hasnawi*, comments, "We are excited to be working closely with Siemens to offer this broad range of diagnostic services to all Ministry hospitals across Iraq. We have been a regular customer of Siemens for more than 30 years and are confident of the quality of their products, innovative solutions and excellent service history."
On the same note, Maurice Faber, Vice President Siemens Healthcare Sector Middle East, said "We are very proud to announce this agreement as it means we are playing an active role in the helping rebuild healthcare services in Iraq. One major result of this contract will be improved healthcare for all Iraqi people, and advanced breast cancer screening facilities for women in Iraq." ■

REFER TO **RIN 40** ON PAGE 74

New X-Ray Mobile Unit from STEPHANIX

STEPHANIX is presenting the new x-ray mobile unit, which allows matching different detachable FPD to enhance workflows.

The Movix Dual DReam can connect two different detectors:
• CXDI-55 series (35 x 43 cm) is the thinnest (1.5 cm) and the lightest (3.4 kg) on its market for a large range of applications like skull, spine, chest, abdomen, etc.
• CXDI-60 series is the smallest FPD 24 x 30 cm and its lightweight 2.5 kg facilitates procedures such as extremities, paediatric, fit in most incubators, etc.

Their design ensures comfortable hold for the patient and the medical staff during the procedures. The detachable detectors offer benefits of true portability in one single system to become a sharing solution.
With Movix Dual DReam, the CXDI 55/60 series can be plugged into the digital mobile or in the DR room. Revolutionize your department in terms of cost-effective, productivity, efficiency and versatility with this sharing solution.
Movix Dual DReam has a compact design for increasing the manoeuvrability and its small footprint ensures optimum movements in any crowded situations.
Choosing STEPHANIX is the warranty to get efficient and reliable tools and a technical support in more than 90 countries. ■

REFER TO **RIN 41** ON PAGE 74

Voyager Receives Preemptive Downloading Patent

Voyager PACS has recently received a Patent on its unique preemptive prefetching of image data. The key benefit of the Preemptive loading functionality is that it allows immediate access and display of full diagnostic quality images for Radiologists, even over medium to low bandwidth connections.
Voyager preemptive can automatically download either specific worklists or specific examinations, allowing concurrent reporting by radiologists connected into that PACS network for true workload sharing. This method overcomes many of the limitations of a purely web based client, where workflow efficiency can be reduced with delays with image downloading and image manipulation.
Other system options include Integration, Dicom Modality Worklist, Distributed Archiving and CD burning.
Voyager Imaging is Australia's pioneering medical imaging company specializing in software for radiology including Teleradiology, and Picture Archiving and Communication Systems (PACS) products. It is the fastest growing supplier in the Australian market for PACS solutions with its Voyager PACS range of products.
With thousands of users across Australia and USA with sites in both government and private radiology centers and clinics, Voyager products are now being represented throughout international markets by distribution partners in USA, Europe, Africa and the Middle East. ■

REFER TO **RIN 42** ON PAGE 74

Ultrasound Can Predict Tumor Burden and Survival in Melanoma Patients

Researchers have shown for the first time that patterns of ultrasound signals can be used to identify whether or not cancer has started to spread in melanoma patients, and to what extent. The discovery enables doctors to decide on how much surgery, if any, is required and to predict the patient's probable survival.

Dr. Christiane Voit told Europe's largest cancer congress, ECCO 15 – ESMO 34*, in Berlin on September 23: "We have identified two ultrasound patterns of lymph node metastasis in melanoma patients which can identify correctly any amount of tumor cells in the sentinel lymph nodes in 75-90% of cases before proceeding to surgery on the sentinel lymph nodes."

Voit, who is a dermatologist and head of the diagnostic unit at the Skin Cancer Centre at Charité – Universitätsmedizin Berlin, the Medical University of Berlin, Germany, said that although her research needs to be confirmed in multi-center, randomized clinical trials, it had the potential to spare patients unnecessary surgery, especially if it was combined with ultrasound-guided fine needle biopsy of lymph nodes rather than conventional surgery.

Since 2001, Voit and her colleagues in Germany and The Netherlands have included 850 melanoma patients in a prospective study to investigate the use of ultrasound in diagnosis and treatment planning. They have already demonstrated that ultrasound-guided fine needle biopsy of sentinel nodes before conventional sentinel node surgery can identify up to 65% of patients in whom the cancer has started to spread. The study presented at the congress shows how far ultrasound patterns correlate with disease progression, tumor burden, survival and prognosis in the first 400 of these patients with stage I/II melanoma and with the longest follow-up.

Before having sentinel node surgery the patients were investigated using ultrasound, and these results were checked against the results of the subsequent surgery. The researchers found that two ultrasound patterns together could correctly identify the amount of cancer cells in the lymph nodes in 80% of cases.

A balloon shape ultrasound pattern with or without loss of central echoes (where the lymph node has lost central echoes or still has some residual central echoes, but these are wandering toward the rim, giving an asymmetrical shape to the centre) was an indicator in up to 83% of cases of a large amount of cancer cells in the sentinel node. "This ultrasound pattern was a late sign, only occurring in cases of advanced metastasis," said Voit. (Fig.1)

A pattern of peripheral perfusion (where small blood vessels start to surround the lymph node) was an early sign of a small number of cancer cells present. "The early signs are signs of first disruption of the normal lymph node architecture by an early stage metastasis. The most important one is peripheral perfusion, which shows angiogenesis (the formation of new blood vessels) is occurring," she explained. (Fig.2)

The researchers found that these two ultrasound patterns could predict overall survival. Estimates for overall survival after five years for patients with stage I/II is between 50-90% depending on the state of the tumor. Voit found that 93% of patients with neither of these ultrasound patterns, 87% of patients with peripheral perfusion, and 56% of patients with balloon shapes with or without loss of central echoes, survived for at least five years; survival without cancer spreading to other parts of the body was 74%, 60% and 26% respectively.

"For the first time we have established that ultrasound patterns can be used as criteria for diagnosing disease progression and tumor burden. Balloon shaped lymph nodes with or without loss of central echoes and peripheral perfusion are independent prognostic factors for survival," she said.

Discovering if cancer has spread to the lymph nodes is the most important factor influencing the prognosis and treatment of melanoma patients. Doctors usually cut out one or two key lymph nodes, called sentinel nodes, and use these as an indicator of whether or not the cancer has spread to the other lymph nodes. If the sentinel node is free of cancer, patients don't need to have more extensive lymph node removal. However, only 20% of patients who have a sentinel node biopsy have cancer that has spread there, and so the operation, which can be accompanied by side effects such as chronic swelling and seroma, is unnecessary for 80% of the patients. Using ultrasound first to detect the presence or not of sentinel node metastases could be a non-invasive way of limiting the numbers of patients who require subsequent surgery or simply watchful follow-up care. ■

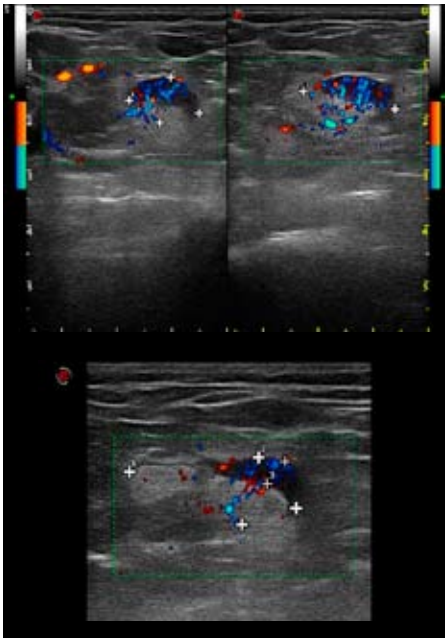

Fig.1: These photos describe the broadening of the parenchyma together with peripheral perfusion as early signs

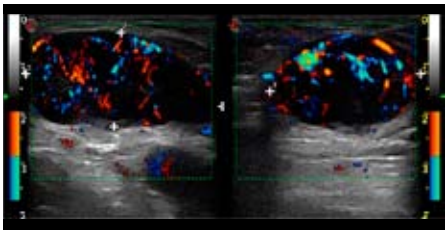

Fig.2: This photo shows a balloon-shaped later pattern of metastases

* The joint 15th Congress of the European CanCer Organisation and 34th Congress of the European Society for Medical Oncology

أظهر الباحثون لأول مرة أنه يمكن إستخدام أنماط من إشارات فوق صوتية من أجل تحديد ما إذا كان السرطان قد بدأ بالإنتشار عند مرضى سرطان الجلد وإلى أي مدى. يمكّن هذا الإكتشاف الأطباء من إتخاذ القرار الصحيح بشأن العملية الجراحية ومدى ضرورة القيام بها بالإضافة إلى التنبؤ بالفرص المحتملة لبقاء المريض على قيد الحياة.

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High Resolution Ultrasound for Skin Imaging from Cortex Technology

Unlike conventional ultrasound scanners, high resolution scanners aim for extreme resolution in the outermost layer and largest organ of the body - the skin. Such devices take off where other scanners stop, and they are typically optimized for transducers operating at 20 – 50 MHz.

The latest development in high frequency, high resolution scanners is the DermaScan® C Ver. 3 COMPACT USB manufactured by **Cortex Technology** in Denmark - a fully portable scanner featuring probes from 10 to 50 MHz and laptop controlled via USB. It delivers outstanding high definition imaging and a resolution of 25 x 60 micrometer (@ 50 MHz), and in addition it offers a full-featured image analysis software package for the analysis of various skin diseases and conditions.

An all-new line of 2D probes offers smaller dimensions and lower weight for ease of operation, which also provides a previously unseen sensitivity due to a new range of broadband high sensitivity transducers.

The DermaScan® C Ver. 3 COMPACT USB is targeting not only university and private dermatology clinics as a research and clinical tool but also the cosmetic and pharmaceutical industry, where this technology has already gained widespread acceptance.

Cortex Technology introduced this new series of ultrasound scanners for skin at the American Academy Of Dermatology which was held in Miami Florida March 5 - 9, 2010.

Cortex Technology was established in 1986 and from the very beginning the focus has been on equipment especially developed for the dermatological marketplace to fulfill the need for dedicated instrumentation within Dermatology, cosmetics and pharmaceutical research worldwide.

Cortex Technology is based in modern facilities in Hadsund, Denmark, in an area surrounded by highly skilled sub-contractors facilitating the production of specialized and customized parts in close cooperation with suppliers. The central sales and marketing department controls a German sales office and distributor activities in 25 countries. ■

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MENA Health World
عالم الصحة للشرق الأوسط وشمال أفريقيا
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MENA Health World (MHW)
March - April 2010 - Vol. XXV Issue 2

Serving the Hospital, Medical, Dental, Laboratory, Pharmaceuticals, & Nutrition Sectors in the Middle East & North Africa - Since 1986

In his spacious, 400 sqm dental practice fitted with state-of-the-art medical equipment, Dr. Ingo Drong provides his patients with treatment and advice. The high level of treatment quality is supplemented by a pleasant interior design and a lighting solution that can be individually adjusted to the requirements of both doctor and patients. Special attention is given by the ambitious dentist to flexible illumination of the treatment rooms. For here, a variety of tasks have to be fulfilled, each of them requiring special lighting conditions. That's why he chose advanced lighting technology from Zumtobel GmbH. www.zumtobel.com

SonoWin® Ensures Time and Cost Efficiency in Healthcare

For the past 17 years, **MESO** has contributed a lot to the development of medical image acquisition solutions from all kinds of imaging devices.
The introduced software for handling medical images and examination reports is called Sono*Win*®. One of the major goals using Sono*Win*® in private practice and in hospital departments is its outstanding functionality. The software is fully adjustable to the physician's needs – special topics for echocardiography, obstetrics, endoscopy or radiological imaging are available.
Sono*Win*® can be employed as a stand alone system connected to ultrasound devices or endoscopes and is able to work in hospital networks thus supporting a number of imaging devices with client-sever-technology. Combining the acquisition process of medical images and creating the report of the examination in one session - without changing the program - is a further highlight of Sono*Win*®. Reports can be predefined for each kind of examination. Text phrases and a number of other useful tools significantly reduce the time spent on writing reports including images.
Working with the integrated DICOM standard makes it easy to connect DICOM modalities to Sono*Win*®. The integration of non-DICOM modalities, e.g. some ultrasound devices and endoscopes, works well stand alone and in a mixed environment. Software tools for the manipulation of images and recorded sequences, e.g. cropping, annotation, center/width, cutting and exporting, are component parts of Sono*Win*® and help to save time in the daily work.
In a hospital, it is necessary to communicate with the hospital information system to exchange patient and examination data for reimbursement purposes. The communication with the PACS is realized by using the DICOM protocols. Using the integrated webserver, all images and reports from the database can be spread in a hospital network. Patient data are very sensitive - Sono*Win*® therefore guarantees the secure handling.
Sono*Win*® is the ideal solution for doctors who want to acquire medical images and create a report in one step – which effectively decreases costs and time consumption. ■

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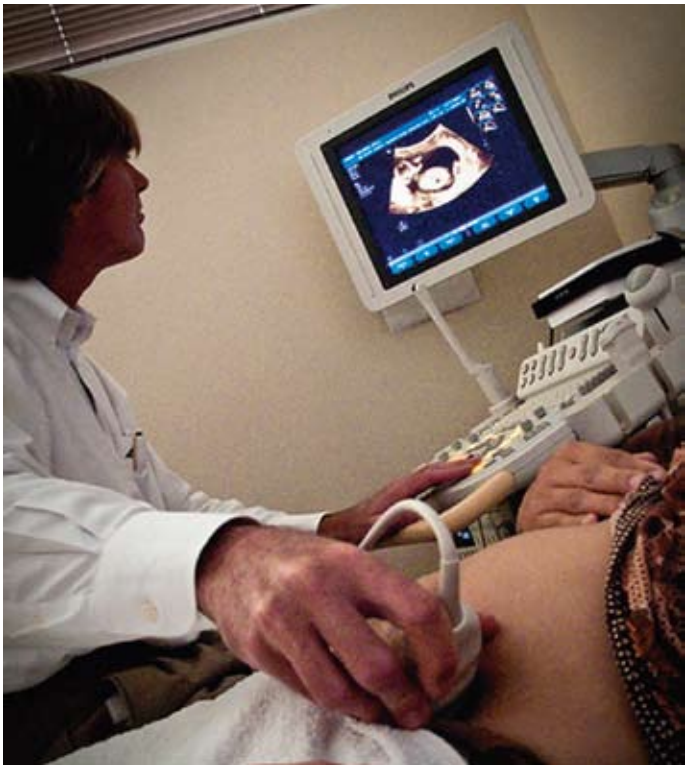
Ultrasound Market Presents Opportunities for Growth Despite Recession

Despite the current economic downturn, the third edition of **InMedica**'s report on the global ultrasound market predicts that worldwide revenues will continue to experience robust growth and exceed $6 billion by 2012. The flexibility, ease of use and relatively low cost of ultrasound equipment has ensured continued growth in the market despite the current economic conditions. Moreover, the trend to miniaturisation and the quick adoption of hand-carried ultrasound equipment is fuelling growth.
"There is an increasing confidence in hand-carried systems globally. Previously the adoption of these systems was much quicker in North America and Western Europe but other regions of the world such as Eastern Europe, Latin America and parts of the Asia Pacific, are beginning to show significant interest in this equipment. The demand is coming from traditional applications, such as OB / GYN, and increasingly from point-of-care applications" reported *Diane Wilkinson*, Market Research Analyst at InMedica. "The global ultrasound market is being driven by the need to maximize space, time and efficiency and hand-carried systems are evolving to adapt to any given environment. This can be seen by an increase in the number of hand-carried products designed for specific applications, such as nerve blocking, musculoskeletal and breast imaging", continued Wilkinson. The down-turn in the economy is also favoring the lower-end of the cart-based ultrasound equipment market with greatest growth found in the mid-range segment, and higher than usual growth forecast for the low-end segment, particularly in 2009.



There is a step wise movement away from very high-end systems due to the increasing functionality and picture quality of systems at the lower end of the market. The improving quality and functionality of lower-end systems is helping to stabilize prices in an otherwise price competitive market. ■

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Middle East Technomed Offers Equipment for the Operating Room and Critical Care Environment

Middle East Technomed supplies and services medical equipment such as Patient Monitors, Ultrasound Systems, Pulse Oximeters, Defibrillators, Fetal Monitors, Stress Test, Holter Monitors, and much more.

The company has been in business for over 12 years and has thousands of very satisfied customers. Its commitment to excellence goes far beyond the initial sale.

Middle East Technomed will be there for its customers in the long run. The company sells and can source a very wide array of equipment and strive to be your single source for reliable and cost efficient medical equipment.

Middle East Technomed also prides itself in its team of expert medical equipment representatives. Not sure which item to buy? Why not call for a recommendation. The company has experts in most fields ready to help customers make an informed decision.

Its team of expert medical equipment engineers are ready and glad to provide maintenance and after sale services to all customers all over Egypt, and have the ability to deal with long term maintenance contracts with hospitals as well.

Middle East Technomed is a premier medical and surgical equipment supplier that provides a combination of equipment to medical professionals all over Egypt. Middle East Technomed offers value to doctors by providing the features and reliability they need while still fitting within their budget.

The company's focus is to be a single source for all of hospital equipments and medical furniture. Its clients find that with one point of contact, the purchasing process is a much more efficient and pleasant process.

Middle East Technomed specializes in equipment for the operating room and critical care environment. We offer complete suites of anesthesia machines, monitors, lighting, tables, respiratory ventilators, electrosurgical units, microscopes, defibrillators, and much more. ■

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MillenMed Introduces Medical Imaging Solution Provider Paxeramed Corp™

Paxeramed Corp™ is a medical imaging solution provider that's based in the United States with operations in the Middle East, Asia, Africa and Europe through a huge network of qualified resellers and distributors.

Paxeramed Corp™ produces different software solutions including medical imaging and radiology informatics solutions. The medical imaging software includes the powerful PaxeraView diagnostic workstation which is capable of receiving, viewing and processing medical images from different imaging modalities. PaxeraRIS is an advanced, fully featured radiology information system solution to manage all the workflow inside any radiology center or department. It can handle the patient admission, procedures and reports besides managing all the billing and accounting processes of the imaging center. PaxeraRIS is also a powerful reporting platform to generate all the needed reports for studies, operating radiologists, accounting and other kinds of statistical information.

Paxeramed Corp™ also offers complete PACS/RIS solutions which can automatically handle a complex workflow for any imaging center or department. The solution handles the patient admission, procedures, image distribution, image archiving and viewing, and report/film generation. The solution is also so flexible that it can integrate with any third party solution, thanks to its standard-compliance nature.

The company guarantees its quality services for the customers as it holds many international certificates like the ISO and the CE marks. It also complies with the US market requirement in the medical imaging field with FDA approved products.

Paxeramed Corp™ is a key player in the global market and it pursues the compatibility with all other PACS/RIS vendors. To achieve such an important goal, the company has been a constant participant in Chicago's IHE Connectathon that is held annually. Paxeramed Corp™ has succeeded in passing many of the integration profiles that proves the robustness and practicality of the company's solutions in the market. For more information, contact **MillenMed Trading** in Egypt. ■

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Paradigm Spine Addresses Needs of Orthopedic Spine Surgeons and Neurosurgeons

Paradigm Spine GmbH is a company focused on providing surgeon centric, indication specific, data driven solutions for spine surgeons and is dedicated to addressing the needs of orthopedic spine surgeons and neurosurgeons for the treatment of spinal diseases. The company is focusing on the following spinal technologies:

coflex™ Interlaminar Implant
Based upon the "interspinous U" invented by *Dr. Jacques Samani* in 1994 and subsequently acquired by VB (through its purchase of Fixano, SAS). A minimally-invasive, functionally dynamic interlaminar implant which is positioned in the interlaminar space and provides functionally dynamic stabilization in the lumbar spine for the treatment of spinal stenosis following decompression.

coflex-F™ Minimally Invasive Lumbar Fusion
The coflex-F™ implant is a minimally invasive device that provides significant segmental stability as an adjunct to interbody fusion with all the advantages of an interspinous implant. Biomechanical studies have shown that the rigid connection to the spinous processes along with the interlaminar/interspinous process positioning provides stabilization of the posterior spine elements similar to pedicle screw fixation when used for interbody fusion.

DCI™ Dynamic Cervical Implant
The DCI™ implant is designed to be functionally dynamic. It provides stability and controlled motion to protect the adjacent segments in the cervical spine. It is a single-piece implant with no wear debris and proven fatigue strength. The implant has been in clinical use since 2002.

DSS™ Dynamic Stabilization System:
The DSS™ system provides options for rigid and semi-rigid stabilization to treat hypermobile segments and segments that require fusion. Axially compliant system that allows pedicle displacement during motion restoring the natural center of rotation. The DSS™ system is pedicle-screw based and has cannulated screws that allow for MIS approach. ■

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Introducing the DIANE Anesthesia Clinical Solution from BOW Medical

BOW Medical is a French software company that develops the DIANE Anesthesia clinical solution, the #1 Anesthesia Information Management System on the French market.
DIANE is an extremely configurable solution that will adapt to the specifics of each Anesthetist's practice and needs, and assist them in working more efficiently, providing enhanced workflow management and improved cost-efficiency for the anesthesia services.
DIANE is powered by a configurable expert system that allows more accurate, more rigorous, and quicker documentation of the cases. It will seamlessly integrate within any Hospital Information System thanks to evolved interfaces using HL7, Web Services, XML or else. (BOW validated its HL7 expertise during the 2009 Connectathon.)
5200 licenses of DIANE have been installed or ordered, in 150 hospitals of all sizes, as of February 1st, 2010. At the Lille University Hospital (France), DIANE is used in 109 operating rooms, 118 recovery beds, 64 mobile and stationary consultation stations, 250 Doctor desktops (database hosting over 150,000 operations).
Compagnie Générale de Santé, the largest group of private hospitals in Europe, is currently installing DIANE in their 70 French hospitals.
The DIANE modules include:
• Pre-anesthesia consultation: gathering of a comprehensive medical history
• Operating room and recovery room: data-gathering from

the medical equipment (drivers available for 230 types of machines: monitor, ventilator, infusion pump, etc.) and logging of all the events (anesthesia, surgery, drugs, complications, consumables, etc.)
• Appointments management
• Statistical analysis of the service's activity
• ICD-10 codes management
• Web Interface

Companion solutions of DIANE Anesthesia, for the management of Intensive Care and Critical Care Units (featuring liquid balances, nurse care plans, etc), will be released in 2010.
DIANE will soon be available in the MENA countries. ■

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BUCCOTHERM: 1st Oral Care Range Based on Thermal Spring Water

Consumers look for "natural products" and the emergence and success of natural cosmetic brands have verified this trend. The use of Thermal spring water is already well-known in the dermo-cosmetic field with some famous brands but it is completely new in oral care. Since 1983, Castéra-Verduzan Thermal spring water has been recognized as an efficient treatment for periodontal diseases by the French Health Ministry.
From Castéra-Verduzan thermal spa (situated in south of France), **ODOST Laboratory** has worked the individuality of its Thermal spring water. Recommended for periodontal diseases treatment, more than 200 scientific works and clinical studies have shown the efficiency of this Thermal spring water. From this specificity, is born BUCCOTHERM®: an innovating and natural brand of oral care for sensitive gums.
Launched in 2002, BUCCOTHERM® is a French oral care brand. Based on specific thermal spring water, BUCCOTHERM® restitutes Castéra-Verduzan Thermal spring water properties through a complete range for children and adults. Available in pharmacies, BUCCOTHERM® range is com-

A new concept of oral care made in France

posed of 7 natural and organic products, including 3 toothpastes for adult (Tooth decay prevention, Sensitive gums, Whitening & Care), 3 products for children (Teething gel, 2-6 years and 7-12 years toothpaste) and a care for whole family (Dental Spray). Efficient and gentle with the oral ecosystem, BUCCOTHERM® is perfect for daily oral hygiene because it is highly tolerated even among the most sensitive users.
In 2010, BUCCOTHERM® has developed new natural and organic formulas made up of natural origin ingredients, without Paraben. To accompany this change, BUCCOTHERM® has improved its packaging with a new graphic and texts translated in 6 languages. These new developments will contribute to the international expansion of BUCCOTHERM®. ■

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Rovipahrm: Specialist in Plastic Injection

Specialists in plastic injection for the pharmaceutical and medical industries, **Rovipharm** can answer all needs for oral dosing syringes, spoons, measuring cups, and medical devices in standard or engineeried formats.

Produced within isolated and protected rooms (ISO 8 Clean room), all medical devices have the EC marking and are registered with the FDA. European leader for oral dosing syringe, Rovipharm offers a range of products for liquid medicine delivery:

• Dosing Syringes and Accessories: Starting from 1.5 ml up to 10 ml with lengths from 80 mm to 155 mm, the production process enables Rovipharm to offer its clients both standard and personalized dosage scale in Mg, Lbs, Kg or drops according to their product specification as well as branded product with company logo and medicine brand name. The company also provides accessories such as plugs, wiper, protector and clip that will facilitate the use and ensure a perfect level of hygiene.

• Plastic Spoons and Measuring Cups: For those not wishing to use a dosing syringe, Rovipharm provides spoons or measuring cups.

• Droppers and Dozers: Rovipharm provides 20 mm wide droppers and assembled screw capsule dozers. Its pipettes (with hemispherical F8 or F17 frayed ends) can be assembled on teats or caps. ■

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Bringing the Sky Inside for Patient Comfort

Sky Factory France is the exclusive Sky Factory reseller covering France, Algeria, Morocco, Tunisia, Belgium and Switzerland.

The Sky Factory, LC offers Sky Factory SkyCeilings™ which are realistic, ceiling mounted, illusions of sky that trigger a fundamental "relaxation response" thereby promoting a sense of wellbeing and calmness among occupants.

Sky Factory products are versatile, visually engaging tools that bring the comforting influence of nature and a sense of openness to otherwise confined environments. Evidence-based design research indicates that authentic illusions of nature such as Sky Factory SkyCeilings™ trigger relaxation, alleviate stress and anxiety, increase patient comfort, promote healing, and reduce the use of pain medication in healthcare environments.

Luminous SkyCeilings™ trigger the same psycho-physiological relaxation response as an experience of real sky. They can even modify viewers' perception of vertical space, making enclosed areas feel more open and less claustrophobic.

In some areas of the facility, such as the operating rooms, where windows were impossible, the clients wanted to provide a connection with daylight and the outdoors, albeit simulated, but still capable of evoking an invigorating and uplifting feeling for patients and staff. The Luminous SkyCeilings, with their daylight-balanced backlighting, achieve this and were designed as the focus of the rooms. ■

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Cepheid Molecular Diagnostics, Delivering a Better Way

Cepheid
Bring answers to life.

Cepheid is an on-demand molecular diagnostics company that develops, manufactures, and markets fully-integrated systems and tests for genetic analysis in the clinical, industrial and biothreat markets.

The GeneXpert® System is a closed, self-contained, fully-integrated and automated platform that represents a paradigm shift in the automation of molecular analysis, producing accurate results in a timely manner with minimal risk of contamination. The GeneXpert System is the only system to combine on-board sample preparation with real-time PCR (polymerase chain reaction) amplification and detection functions for fully integrated and automated nucleic acid analysis. The system is designed to purify, concentrate, detect and identify targeted nucleic acid sequences thereby delivering answers directly from unprocessed samples. Modular in design, the GeneXpert System has a variety of configurations to meet the broad range of testing demands of any clinical environment.

Cepheid's CE-IVD menu of clinical diagnosis Xpert® tests includes: MRSA Surveillance, MRSA/SA Skin and Soft Tissue, MRSA/SA Blood Culture, MRSA/SA presurgical, *Clostridium difficile*, *vanA/vanB,* GBS, EV, MTB/RIF, Flu A Panel, BCR-ABL and HemosIL® FII & V.

The SmartCycler® System is a leading real-time PCR testing platform for research hospitals, university labs and government agencies. By automating the entire amplification and detection process, the SmartCycler System can deliver highly accurate and consistent test results from prepared biological samples in 30-40 minutes. With up to 96 independently programmable reaction sites, the SmartCycler can simultaneously run multiple experiments with different protocols and at different times. This eliminates complex advanced scheduling on larger, more costly systems as well as the need to transport samples to central facilities for analysis. ■

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New Hope for Cancer Patients

International Modern Hospital Offers Regional Chemotherapy

Addressing the Press at the International Modern Hospital, Dubai alongside the official contract signing ceremony offering his services to the hospital, Prof. Dr. Karl Reinhard Aigner said "The treatment called Regional Chemotherapy (RCT) is tolerated well by 95% of all patients; they suffer neither nausea nor hair loss. For me, my highest goal has always been to relieve pain." Survival rates and prognoses for recovery lie significantly above those of the results for conventional chemotherapy especially in Breast and Pancreatic cancer. Good chances for treatment success exist for most cancers of other body organs, such as lung cancer, carcinomas of the stomach, liver, bladder, prostate, ovaries, anus as well as head and neck tumors.

Prof. Dr. Karl Reinhard Aigner and his highly specialized team of physicians will now be available for consultation and to administer Regional Chemotherapy at the International Modern Hospital in Dubai. *Dr. Dia Hassan* CEO International Modern Hospital said "I am extremely happy to be a witness to this historic moment. It is indeed our privilege to have the world-renowned oncologist Prof. Aigner, one of the pioneers in Regional Chemotherapy as a member of our team. This is sure to bring a big relief and hope to a lot of cancer patients from the region."

Specialization in the treatment of critical diseases has shown globally to produce significantly improved outcomes. Importantly however the decision made here highlights how the Middle East and especially Dubai is now welcoming experts from across the globe to offer patients an increased choice in the options available.

Mortality figures for the region prove that cancer is one of the major causes of death in the region. The availability of Dr. Aigner in the region can only help in the action that is required to reduce the figures. Cancer is considered to be an insidious, difficult to treat disease with many bad side effects on the bodies and the spirits of its victims. New hope is offered to cancer patients with a very effective therapy used on the tumor or the tumor area, what is called regional chemotherapy (RCT). Prof. Dr. Karl Reinhard Aigner, the pioneer of regional chemotherapy, will from now on be practicing the method he helped develop for the treatment of solid tumors at the International Modern Hospital in the United Arab Emirates.

Prof. Dr. Karl Reinhard Aigner, head of oncologic surgery at the **Medias Klinikum GmbH & Co KG** in Burghausen, Germany, has been successfully using regional chemotherapy for years. The basic concept is to treat organs and body parts affected by cancer very aggressively in one region only while filtering the chemotherapeutic agents out of the rest of the body. In doing so, the tumor shrinks and later can be removed without problems, or it may even completely disappear as a result of the therapy.

Prof. Dr. Karl Reinhard Aigner and his highly specialized team of physicians will now be available for consultation and to administer Regional Chemotherapy at the International Modern Hospital in Dubai

Regional Chemotherapy – different from other chemotherapies

Chemotherapy has been and continues to be one of the most common treatment methods for tumors. Poisonous chemical agents (cytotoxins) attack and destroy the tumor. For patients with carcinomas that have already metastasized, the use of poisonous chemical agents in the total body blood circulatory system is often the last chance to combat the illness. Despite newer developments, the poisonous agents damage not only the tumor cells but also healthy cells in areas like the hair follicles, bone marrow, and the mucous membrane of the digestive tract; they reduce the number of white corpuscles. As a result the patients lose their hair and complain about intense nausea and physical exhaustion. Moreover, conventional chemotherapy does not have great success in many patients since the concentration of poisonous agents that are administered is distributed over the entire body, leaving only a proportionally small number of cytotoxins to have an effect on the tumor cells.

Prof. Dr. Karl Reinhard Aigner uses a special form of chemotherapy that he himself developed, one that attacks the tumor in a sustained fashion because of its highly concentrated action. Working with his highly specialized team, he injects cytotoxins directly into the blood vessels that supply the tumor or the region of the body affected by the tumor – hence the name of the procedure: regional chemotherapy. "It's like the fire department," explains Prof. Aigner. "We aim our hoses at the actual source of the fire and not at the intact surroundings."

The advantages of this treatment are obvious. By injecting the cancer medi-

cation into the artery serving the tumor or tumor region, the poisonous chemicals can be administered with a very high concentration into the affected region.

This leads in turn to a higher transfer of these poisonous chemicals into the tumor cells and results in a superior and more rapid effect at that spot. In contrast to conventional chemotherapy and depending on the type, size and state of metastasis of a tumor, a three to ten-fold higher concentration of cytotoxins can be injected, and in especially difficult cases up to 70 times as much.

Nonetheless, there are hardly any side effects on the total body, since with the process of chemo filtration, "depoisoning," in connection with every intervention the blood is cleaned. The quality of life of patients is generally significantly improved. All of the techniques developed by Prof. Aigner and his team for regional chemotherapeutic treatment is designed to minimize as far as possible actual operations. Between treatments, the patients can lead a normal life, and usually hold down a normal job.

Prof Aigner continues: "Most of the patients who come to us are those who have not responded well to chemotherapy or those who have had a relapse.

Various medical studies have published results pointing to convincing data in terms of tumour response, quality of life and survival of those treated with RCT. For instance, it has been well established that pancreatic cancer, a killer cancer, responds well to RCT when other chemotherapies have failed. Breast cancer too has been treated with almost no side effects and without amputation. The response rate of breast cancer has been 80 to 95 per cent with RCT.

"Additionally, even advanced cancers of the bladder and the prostate are treated by means of the isolated pelvic perfusion technique with chemofiltration, avoiding mutilating surgery, impotence and incontinence," he says.

Regional Chemotherapy - for whom?

Regional chemotherapy is suitable for all patients with solid tumors. To be sure, not every type of tumor is suitable for highly concentrated chemotherapy. Professor Aigner adds: "Our method either works right away or not at all." In essence, just as in conventional cancer treatment, the greater the proportion of the body affected by the tumor, the smaller are the chances for success. Even in regional chemotherapy the dose of poisonous chemical agents cannot be increased without limit. Tumors in their early stages are especially good to treat with regional chemotherapy. Still, Prof. Aigner and his team have achieved very good results even in late stages and in supposedly hopeless cases.

Good chances for treatment success exist for most cancers of body organs, such as breast and lung cancer, carcinomas of the stomach, liver, pancreas, bladder, prostate, ovaries, and anus, and head and neck tumors. ■

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Convergent Technologies New Hematology Analyzer Convergys®X5

Convergent Technologies, Marburg, Germany is a key player in the international lab technology industry. The company strives to provide innovative and cost-effective healthcare solutions enabling people live healthier lives. Its state-of-the-art diagnostic tests and systems enable early detection, targeted screening, evaluation and monitoring of diseases. Depending on the wide range and experience in laboratory equipments the company has developed and launched a new model of Hematology Analyzers at the beginning of 2010.

Convergys®X5 is a fully automated high quality hematology analyzer for *in vitro* diagnostic use in clinical laboratories. It provides precise and accurate 5-part differential measurement with laser based optical measuring technology. It implements the Coulter method for WBC, RBC, PLT, measures the hemoglobin content of red blood cells and light scattering five-part differentiation of lymphocytes, monocytes, neutrophile-, eosinophil- and basophil- granulocytes.

Convergys®X5 determines 24 hematology parameters including the optical determination of 5 part WBC differential count with a throughput of 60 samples per hour from whole human blood sample. The analyzer uses combined methods to provide hematology reports. Volumetric impedance method is used to determine cell counts regarding WBC, RBC and PLT parameters. Photometric measurement of light absorbance is used to determine hemoglobin (HGB) concentration. Optical measurement of light scattering and diffraction is used to determine 5 part WBC parameters. The optical measuring head contains focused laser source to illuminate the stream of WBC blood cells. The intensity changes of the scattered laser light, coming from the cells, determined by the cell volume and structure. The instrument requires 100 µl of whole blood samples in Closed- and Open-mode. Cycle time is 60 seconds. The analyzer can be upgraded with an automatic sample loader that is sold separately. ■

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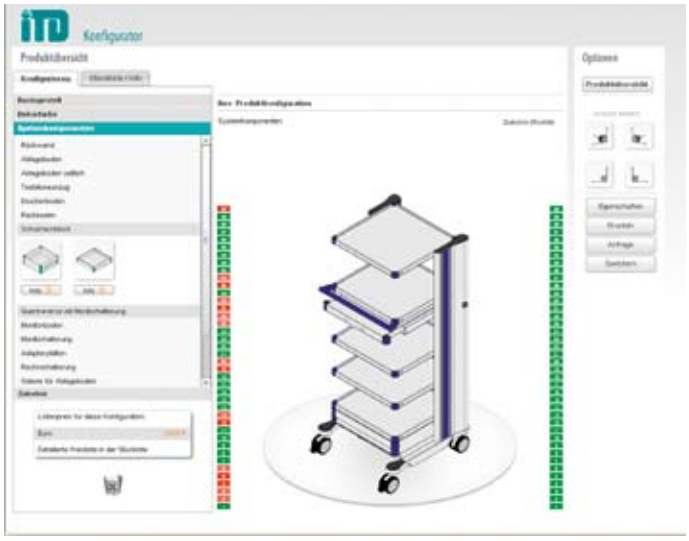
New ITD Product Configurator for Stationary and Mobile Support Systems



The new Product Configurator is a great asset with its clearly defined structure, user-friendly application and comprehensive configuration options

Existing and prospective customers of **ITD GmbH** will simply be able to design their own personal, stationary or mobile equipment cart from the comprehensive standard range of ITD GmbH. This has been made possible by the newly developed System Configuration that has been available on the start page and the relevant product pages of the new ITD Website under www.itd-cart.com/configurator

The layout of the new Product Configurator was designed to make navigation virtually self-explanatory. This gives existing and prospective customers for example the possibility of deciding to opt for a preconfigured standard equipment cart and modify this standard cart. Alternatively, they can "assemble" their individual, mobile carrier system in 3D display taking a step-by-step approach with easy "Drag & Drop". All system components and accessories can be positioned by mouse click at the relevant desired position or modified and deleted retrospectively. This behaves similar to the stationary carrier systems. An intelligent plausibility test in the Configurator identifies which combinations and distances are permissible and which are not. During the configuration process, the system automatically lists the components used in a separate parts list down to the last detail.

A complete, configured equipment support system can be printed out at the end, saved for subsequent correction measures or forwarded to ITD as an email attachment – e.g. in the form of an inquiry without obligation – at the touch of a button.

"The complete revision and online setup of our Product Configurator is not simply a further adaptation of our service to the requirements of existing customers," according to *Alfons Brummer*, Sales Director at ITD, "We also want to demonstrate to existing and prospective customers that our modular standard range offers the appropriate solution for virtually every requirement and every area of application." ■

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Karl Storz Maintains Leading Position in Technical Development of Endoscopic Equipment

Hysteroscopy in the diagnosis and therapy of intrauterine disorders is now standard procedure in clinics and, to an increasing extent, in private practices. Thanks to the miniaturization of the operating instruments, conventional invasive surgery can be performed more efficiently and with a minimum of trauma. **Karl Storz** has played a major role in this development and offers hysteroscopes, amnioscopes and fetoscopes of various diameters for diagnosis and surgery in the Middle East.

Along with "classic" gynecological endoscopes, the product range of Karl Storz also includes endoscopes and other instruments for new methods such as transvaginal endoscopy (TVE) and falloposcopy. Increasing significance is also being attached to the field of pelvic surgery. The laparoscopic enucleation of myomas and supracervical hysterectomy using the Morcellator are now as firmly established as are standard laparoscopic applications. Karl Storz recently showcased their latest product technology at the Obs-Gyne Exhibition & Congress, organized by IIR Middle East Life Sciences Division.

"Karl Storz is pleased to take part in the Obs-Gyne Exhibition & Congress in Dubai in February 2010; the largest meeting of gynecologists in the Middle East," said *Bilal El Charif*, Marketing Manager for Surgery, Gynecology & GI, Mediterranean & Gulf, Karl Storz Endoskope. "This event will provide an opportunity for all gynecologists to exchange views and evaluations on current issues and latest advancements in the obs-gyne field. Participants will have the opportunity to experience cutting edge technologies on the Karl Storz booth that will be considered new milestones in the progress of Hysteroscopy and Laparoscopic Gynecology.

"At the Obs-Gyne Exhibition & Congress we will be demonstrating three main novelties; BIOH (a compact design hysteroscope used for office applications under sedation), Endocameleon Scope (the first rigid variable angle scope from 0 to 120 degrees used in advanced surgeries), and the X-Cone (the first reusable Port used for single incision endoscopic surgery)." ■

REFER TO **RIN 62** ON PAGE 74

Digital Imaging for Pathology, Research and Education with New Olympus VS110

Olympus has introduced a new improved version of its highly successful dotSlide virtual slide system. The new VS110 combines microscopy seamlessly with imaging to create a virtual slide that is an exact copy of the real specimen. Generating a high resolution image of the whole specimen, this can be viewed and analyzed from the overview image at low magnification up to maximum magnification by simply zooming in. All samples can be evaluated around the world instantly and simultaneously as they are stored electronically on a central server. As a result, the VS110 is ideal for use in a number of areas including pathology, research and education.

Virtual microscopy enabled by VS110 allows the information from a single glass slide to be shared in real time with multiple personnel across the globe. All users are able to review the same sample, yet control the position and magnification individually, as if it were a real slide. This ability to acquire complete slides at high magnification and resolution virtually, delivers significant benefits to pathologists and researchers, as well as students in professional education when diagnosing, analyzing and archiving samples for discussion, both remotely and via online conferences.

The flexibility of the VS110 technology within all clinical applications and teaching environments enables users to exceed the limits of conventional digital microscopy and telepathology in both the size and resolution of image files that can be discussed, as well as in time and location of discussion with colleagues. For example, it is possible to remotely access virtual slides with the functionality of a microscope, but without the instrument itself; ideal for a tutor working with a number of students. In addition, users can see and analyze macro overviews of slides that are simply not possible with traditional microscopes. ■

REFER TO **RIN 63** ON PAGE 74

Pohl-Boskamp: Worldwide Success with Nitrolingual® and Further 49 Brands

With 460 employees, **G. Pohl-Boskamp GmbH & Co. KG** is one of the leading privately owned German pharmaceutical companies. It produces and distributes around 50 different pharmaceuticals and medical devices in the cardiovascular, airway, urology, sleep and parasitology therapeutic areas. Not only on the German market, but also in 50 countries worldwide.
With brands such as Nitrolingual® as gold standard for the treatment of coronary heart diseases or GeloMyrtol® forte against sinusitis and bronchitis Pohl-Boskamp has made a name for itself in Germany and also worldwide. For the acute nitrates the company holds a market share of 80 % in Germany and affirms market leadership in the USA and Canada, Australia and New Zealand, in Great Britain, The Netherlands, Norway, Austria, and Greece.

Improving form of administration
Innovations for patient wellbeing are the aim of the company: thus, with its activities in the field of research and development, Pohl-Boskamp concentrates on improving forms of administration of already approved substances, so that medicines become simpler, more pleasant and safer for the patient. Worldwide the company was first to offer the active substance nitroglycerine in a sublingual spray (Nitrolingual® Spray) and thereby found a rapid, life-saving form of administration.

Getting physical against head lice
A good example of Pohl-Boskamp's power of innovation is the development of the new product NYDA® for combating head lice – the second most frequent infectious disease in children besides the common cold. In contrast to conventional insecticide-containing preparations, which paralyze the nervous system of the parasites, NYDA® functions through physical means: its 2-component dimeticone penetrates deeply into the airways of the parasites, gluing them together and thus causes them to suffocate. This innovative functional approach eliminates side effects and prevents parasites from becoming resistant. Today NYDA® has become the leading product for the treatment of head lice infestations in Germany. ■

REFER TO **RIN 64** ON PAGE 74

ORGENTEC Diagnostika: Leadership in Autoimmune Diagnostics

Alegria® the Random Access developed by ORGENTEC for stand-alone analysis of autoantibodies with utmost flexibility.

Throughout the world, the name **ORGENTEC** stands for highly sensitive, specific, reliable ELISA test systems, robust and effective immunoblots, and intelligent laboratory automation. Based in Mainz, Germany, ORGENTEC has developed and distributed worldwide over 150 test systems for the diagnosis of autoimmune diseases such as rheumatism, diabetes and thromboses, intestinal and vascular diseases.

High performance ELISA test systems
Development, production and distribution of ELISA test systems are the core competence of ORGENTEC Diagnostika. Intensive in-house research and development, close cooperation with renowned scientific institutes and profound expertise of the company's staff have resulted in a comprehensive spectrum of products.

Alegria® – A new dimension in autoimmune diagnostics
One critical milestone was the entry into laboratory automation: ORGENTEC developed Alegria®, an analytical instrument that provides a fully automated process for detecting autoantibodies with a level of flexibility never before available. Alegria® allows performing diagnostic tests specially adapted to the needs of the user's particular environment. Thanks to its compliance with high quality requirements, the device fits seamlessly into product lines already available on the market.

rheumachec® – The first rapid assay for early detection of rheumatoid arthritis
For maximum reliability, rheumachec® combines two approved biomarkers:
Rheumatoid Factor, the only laboratory parameter included in the official ACR-criteria for diagnosis of rheumatoid arthritis and Mutated Citrullinated Vimentin (MCV), an innovative indicator for early disease. Fast, simple and highly specific rheumachec® delivers reliable results within 15 minutes, meeting the needs of modern rheumatology by enabling early diagnosis and timely treatment -- for the good of the patient.
Well beyond medicine and diagnostics ORGENTEC Diagnostika is aware of its position and the responsibility for the region and the people living there. ORGENTEC demonstrates people skills and social responsibility by supporting sports, promoting artists and funding charity organisations. ■

REFER TO **RIN 65** ON PAGE 74

The Perfect LED Lamp for the OR: STARLED 5

ACEM Medical Company, an Italian company specialized in the production of surgical lamps, presents the new LED lamp for the operating room: STARLED 5.
The newborn at ACEM is part of the Starled Series and as the whole series, it is made with LED technology (light emitting diodes), an extraordinary light source which is becoming more popular for its reduced dimensions, duration in time, low energy consumption, high performance, lack of heat and excellent color rendering index. Moreover, this is proposed as the "light of the future" for its characteristics of flexibility of use and sustainability in a series of different sectors, especially in the medical one.
The innovative LED technology used in the STARLED 5 guarantees a light beam without IR infrared rays hence eliminating heat under the lamp and on the surgeons' heads. The 50 LEDs which make the STARLED 5 are circularly positioned around the handle, generating a light spot of 21 cm at 1 meter with a high illumination level of 135.000 lux for a steady life cycle of 50.000 hours. STARLED 5 guarantees a color rendering index of 95 with a color temperature of 4.900 °K. These two values allow reproducing the exact chromatic scale of the colors of the human body.
In order to achieve a correct illumination on the surgical field and based on the needs of the surgeons, STARLED 5 can produce a focused illumination as well as a uniformed ambient one thanks to a manual focusing system made by the central handle of the lamp. The easy to grip handle can be extracted and autoclaved, and if requested, it can contain a fixed focus video camera or one with zoom for a precise and constant recording of the intervention.
STARLED 5 unites high technology with a practical and functional design; it is in fact comfortable and light to move, thanks to the handle in the centre of the lamp. STARLED 5 is also practical for the medical team who can move it from the lateral handles assuring stability and constant illumination. Its design takes into consideration sanitary requirements of the OR. For this reason it has been manufactured with a smooth and resistant material that makes cleaning quick, easy and complete. ■

REFER TO **RIN 66** ON PAGE 74

Centro Protesi INAIL: A Specialist in Orthopedic Technology and Rehabilitation

The **Centro Protesi INAIL** in Vigorso di Budrio is a UNI EN ISO 9001 certified company and has a unique structure composed of a production-oriented orthopedic laboratory and a rehabilitative area with 90 beds for inpatient and outpatient services.
The Center treats 11,000 patients per year and provides 23,000 health services. The Prosthesis Center performs a specific research and experimentation activity aimed at building and testing advanced technological devices and studying new methods for their application. Among the fundamental rehabilitative therapies provided by the Center, the pre-prosthetic treatment prepares the patient to receive the prosthesis in the best physical condition and it trains patient to make the best use of the prosthesis.
The Centro Protesi INAIL's multidisciplinary staff is composed of a physician, an orthopedic technician, a hospital attendant, a rehabilitation therapist, a psychologist and a social worker who carry out a personalized prosthetic-rehabilitative plan according to the patient's age and disability.

The phases of the personalized plan are:
• Initial appointment comprised of a technical and medical examination leading to the elaboration of a suitable prosthetic-rehabilitative plan.
• Construction of personalized prosthesis and simultaneous prosthetic training.
• Periodical checks and final evaluation.

The Center treats particularly serious handicaps, both congenital or traumatic pathologies, patients with more than one amputation, myelopathies, amputations caused by vascular diseases and children suffering disabilities from early childhood. In order to facilitate their reintegration, the prosthetic-rehabilitative treatment is supplemented with a set of specific services, such as the Psychosocial Service, the Consultancy Service for orthopedic aids, the Polyspecialistic Foot Service, and the Mobility Center. ■

REFER TO **RIN 67** ON PAGE 74

Specialty Beds and Chairs for Healthcare Applications from Gardhen bilance

Gardhen bilance was founded in 1983 and is a today leader in the manufacturing of medical devices. Its premises are located in the industrial area of Pomigliano d'Arco (Naples) - Italy.
Gardhen bilance specializes in the production of chairs and beds for the hospital and domiciliary hospitalization, chairs and bed scale, tilt test and other special medical devices for a total of over 60 models, all compliant with the directive 93/42/CEE.
Great is the attention to the norms and meticulous is the application of "production quality assurance systems". The certified system for the quality assurance respects the norms "ISO 9001:2008", "ISO 13485". Gardhen bilance also has the cMETus certification from MET Laboratories that enables the company to sell its products in the North American continent. Gardhen bilance exports its products to many countries around the world through a network of distribution partners. Year after year, the company's market share is growing up providing excellent results and satisfaction for all the effort and work. Design and production takes both patients and health operators into consideration; in terms of safety, durability, and comfort. The products are made with painted steel or stainless steel; two different lines to cover all market requirements.
The Multipurpose armchair is designed for patient comfort during assessment, diagnosis and care. With its pleasant aesthetical design and high design quality workmanship, this device is constructed to minimize repair and maintenance costs. It has an innovative design for an insuperable quality and special hygienic features.
The armchair is available with 1 to 5 motors plus a complete range of accessories, and can be equipped with a weighing system where the determination of weight during the therapy is indicated. The upholstery is made of sanitized fabric with antibacterial and antimycotic properties. It is flame retardant, cleanable, disinfectable, and available in a range of colors. ■

REFER TO **RIN 68** ON PAGE 74

Eurocamina: A Specialist in the Production of Medical Paper

Eurocamina Srl is an Italian company with almost 50 years of experience in the medical field. The company started out in 1961 with the production of registration chart papers for diagnostic use in rolls. Later on, in the seventies, Eurocamina specialized in the production of thermal papers for cardiology and neurology registrations, which it coated inside its factory, and created its own registered trademark Black Rapid®.
With this self-produced basis paper, the company early started to produce not only chart paper rolls, but also z-fold packs. Thanks to its knowhow and technology, it managed to enter the international market, and become market leader.
In the eighties, Eurocamina began to also produce gel and paste for cardiology, neurology and ultrasound applications, managing to manufacture high quality products thanks to its in-depth studies in order to get specialized in this field as well. Today, the company's well known brand names are EKO-GEL® (gel for ultrasound) and ZEROGEL® (electroconducting gel for ECG, EEG and EMG).
In the meantime, Eurocamina also started to develop its own range of disposable electrodes for cardiology, with the trademark Classic Trode®.
Further on, in the nineties, Eurocamina was the first company in its business sector to create its own range of devices for cardiology and neurology. After selling many thousands of devices, the brand names Cardiorapid® and Neurorapid are now well-known, and synonym for quality and reliability the world over.
Lately, Eurocamina also registered the new brand for ECG devices Cardioswift®. Also, thanks to its knowledge of paper coating which it developed with the production of thermal papers, the company has created and patented a new security anti-counterfeit product, called Locked Paper®. ■

REFER TO **RIN 69** ON PAGE 74

Progetti Defibrillators Known for Superior Quality

Rescue Life from **Progetti** is a revolutionary defibrillation mode. It is a manual defibrillator, compact and lightweight, with a large color monitor electrocardiogram and "DAE function" for the recognition of arrhythmias - all in one device really simply to use.

Rescue Life has a memory capable of recording 50 hours of continuous ECG and more than a thousand events. It also has two optional modules: the transcutaneous pacemaker for and the monitoring of oxygen saturation with finger sensor.

Fundamental is the presence of a large monitor to allow control of many key parameters. The electrocardiogram for the electrical rhythm of the heart allows the timely treatment of any dangerous arrhythmias. Alarms can be set so that dangerous bradycardia or tachycardia are reported promptly. Another useful feature, present in more advanced defibrillators, is the ability to perform an electrocardiogram (ECG) standard twelve leads. In this case, you can more accurately diagnose certain arrhythmias and can be diagnosed with heart attack or unstable angina pectoris.

In conclusion, in recent years the therapeutic approach to cardiac arrest has increased the use of defibrillators, manual and semi-automatic, which continue to evolve technologically and should be fitted in all emergency vehicles as well as Emergency departments. ■

REFER TO **RIN 70** ON PAGE 74

Controllers and Alarms for Medical Gases from Telemedica

Telemedica is an Italian company that develops and produces a wide range of control systems and alarm devices for medical gases and vacuum plants. All the equipment are developed and produced internally, and are in compliance with 93/42/EEC Directive (CE mark for medical equipments).

The product range includes:

• Alarm Devices for Departments, Centrals, Valves that accept signals from pressure switches, from transducer, from both, and the visual signaling is made through LEDs or a display (LCD or graphical, impressive OLED).

• Medical Air, Medical Vacuum, Scavenging Air Plants Controllers, for managing air compressors or vacuum pumps, filters.

• Consumption Datalogger that records the amount of gas consumed hourly, daily, weekly, monthly, for controlling or charging purposes.

• Data Visualizers to display and control pressures, load cells, and to give an alarm when the level is outside the prefixed values.

Telemedica produces a system called Telemaster that may work alone or be easily integrated in every building management system. With this system all the alarms devices can be connected together and all the alarms and the values are collected from a single equipment, then, depending on the configuration, the alarms may be visible on the unit itself, on the LAN via a normal web browser, on Internet, sent via SMS and can be mirrored on other TELEMASTER units. ■

REFER TO **RIN 71** ON PAGE 74

Natural Carotenoids from Vitatene

Vitatene is a Spanish company belonging to the Italian **P&R Group**. Thanks to P&R's more than 100 years know-how in fermentation process Vitatene was able to patent a unique technology which enables to obtain 100% natural carotenoids formulated in 100% vegetarian matrix.

Carotenoids are among the most used molecules in the food, beverage, supplement and cosmetic industries. They commonly bring bright yellow, orange and red shades to the final products, and, among other benefits, provide protection from free radicals to the body.

From a nutritional point of view, carotenoids give a high antioxidant effect and avoid damages caused by free radicals and reactive oxygen species generated by stress and external pollutants. These molecules can damage sugars, proteins and lipids which are the main constituents of the cells in our bodies.

The most used carotenoids in the food and supplement markets are for sure Betacarotene, Lycopene and Lutein.

Vitatene is a supplier of Natural BETA-CAROTENE (BETANAT) in different formulations, oil suspension and cold water dispersible, as well as Natural LYCOPENE (LYCONAT). These molecules are produced with an exclusive process of fermentation of the fungus Blakeslea trispora. Vitatene launched a new line of production for Lutein extracted from Marigold. Lutein brings strong benefits to the eyes and skin. Lycopene is however the booming ingredient for foods and supplements thanks to its healthy properties. ■

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Easy-to-Use Bedside Monitor from Nihon Kohden

Nihon Kohden Corporation is introducing an innovative monitor with a design concept of "supreme ease of use." The PVM-2701 bedside monitor provides a solution to hospitals that want to improve quality and streamline operation. PVM-2701 combines high accuracy and simple operation to satisfy every caregiver from expert to trainee.

PVM-2701 is the first monitor with 100% touchscreen operation. No panel keys are needed and operation is completely intuitive and self-explanatory. The monitor features a helpful onscreen guide which can be used during operation. The guide shows correct measurement of ECG, SpO_2 and NIBP which is helpful in daily operation as well as in training new staff. If a technical alarm occurs, onscreen illustrations show you how to solve the problem. Operation is simple and response is quick.

PVM-2701 has a large data capacity of up to 120 hours trend, arrhythmia recall, alarm history and full disclosure. Time is synchronized across all review screens so the user can easily find the necessary data.

PVM-2701 has a large 10.4 inch TFT display with four types of layout. The monitor provides useful monitoring according to the situation. Three selectable shortcut keys help the caregiver streamline operation. PVM-2701 can be used for transport monitoring with the carrying handle on the top of the monitor and 3 hour battery operation.

PVM-2701 incorporates a new parameter, PWTT (pulse wave transit time), which can have a correlation with blood pressure. The monitor continuously calculates PWTT from ECG and SpO_2. During periodic NIBP measurement, if PWTT exceeds the threshold it triggers NIBP measurement. This increases the chance to detect sudden change in blood pressure between periodic NIBP measurements.

Experience "supreme ease of use" in high care units, step down units, general wards and wherever basic patient monitoring is required. ■

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Shigadrywithearth at Arab Health

For **Shigadrywithearth Co**, a Japanese infection control company that sponsored the Arab Health Infection Control Program, Arab Health 2010 was a fantastic platform for knowledge transfer and business enhancement.

"As a premier healthcare event we were pleased to have participated at Arab Health 2010," said *Chaminda Serasinha*, Shigadrywithearth Co. "It was indeed great to have witnessed one of the largest gatherings of healthcare professionals from around the world. Unlike standard exhibitions, this attraction of healthcare professionals allows the exhibitors to target their branding purposefully. As first time exhibitors we felt that the exposure and visibility we got for our products was commendable with many an inquiry left for constructive follow up. Our presence was also helpful in understanding immediate and eminent market needs which will be valuable for ongoing product development." ■

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Composite Resin Teeth from Yamahachi

Yamahachi Dental, established in 1963, has been in the field of dentistry for more than 45 years. It has been successful in supplying trustworthy and high quality dental material to all its customers throughout Japan and abroad.

The company manufactures artificial resin teeth, acrylics, dental waxes, polishers and articulators, among other dental products. It has a 30% share of the artificial resin tooth sales market in Japan, exports to over 70 countries and is proud to say that it enjoys an excellent reputation among our customers.

Yamahachi will continuously strive to supply its customers with innovative and improved products while simultaneously contributing to the field of dentistry and providing its customers with products of outstanding quality.

• Yamahachi's original composite resin "PX" has a very high resistance to staining and is an incredibly hard; materialized 45Hv hardness, and easy to grind with no chipping. Hybrid filler produces exceptional surface hardness that resists everyday wear and tear. Compared to other acrylics, staining is reduced due to a special fluorine containing polymer and a unique surface processing technique. Firm adherence to acrylic base as a result of the structuring of the PMMA particles.

• Bio Art Color: Accentuated cervical area and sufficient dentin thickness ensured at the cutting margin. 3-layered structure emphasizes the cervical area, resulting in a natural appearance.To avoid colorlessness on the incisal area after occlusal adjustment, sufficient dentin layers are secured. ■

REFER TO **RIN 74** ON PAGE 74

Nukmed Radiation Protection from Al Yasmina

Al Yasmina Advanced Medical Services is a leading company in the Saudi market specialized in hospital supply and medical equipment from a wide range of international companies from the USA, Europe and Japan. The company's main objective is to provide the latest technology in healthcare products to the Saudi market through excellent services and new concepts through a trained qualified staff.

Al Yasmina works with German partner company **Nukmed Construction Dr. Haderthauer** which is specialized in planning, design as well as production and mounting of radiation protection facilities in the field of Radiotherapy, Diagnosis, Nuclear Medicine and the Engineering Sector. Nukmed is located in the North of Germany near Hanover and has a 30-year experience in this field and has plans to set up a factory for production of such facilities in Jeddah with the supervising of Nukmed constructions.

Nukmed cis the worldwide leader regarding very heavy, high-speed, radiation protection, sliding and swinging doors (see the attached pictures), and it would be a very big advantage for the Saudi market and at the Arabic Peninsula to use this knowledge for production locally (price, delivery time, maintenance).

These doors should be one of the first items for local production in this new factory, but the technical equipment of this workshop enables it to produce other items as well – made of steel, stainless steel, aluminum a.s.o., spare parts for different needs – Medical Sector, Technical Sector…

A second subject is the construction and design of complete facilities in Radiotherapy and Diagnosis as newly built or reconstructions as well as industrial testing rooms (X-Ray Rooms) including planning and designing work required ready for turnkey projects.

Further, Al Yasmina and Nukmed will work under radiation conditions according to the German and GCC rules for Radiation safety – article 15 of German Radiation Protection Degree – where Nukmed construction has the permission for works from the German Department of Environment. ■

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Dar Al Najat Medical Technology: Hand in Hand for Healthier Life

Dar Al Najat Medical Technology (NAJAT) is a Saudi Arabian private firm established in 1998. It is specialized in the supply, installation, operation and maintenance of various medical equipment and supplies. NAJAT is a fully owned subsidiary of Yousif H Al Hamdan Trading Co. Ltd. (YAHTCo.), which has diversified business interests mainly in instrumentation, electromechanical contracting, general investments, and brokerage.

With its Head Office in Riyadh, Branch Offices in Jeddah and Dammam, NAJAT covers the business for the whole territory of the Kingdom of Saudi Arabia. It represents various prominent and reputable international manufacturers/suppliers of medical equipment.

NAJAT has concentrated its efforts in the following fields: Patient Monitor; Vital Sign Monitor; Stress Test Unit, ECG & Defibrillator; Cardio Toco Graph (CTG Monitor); Neonatal Intensive Care Equipment; Ventilator Machine; Oxygen Therapy & Resuscitation Equipment; Spirometer & Capnograph-Blood Warmer; Lithotripsy unit & Urology Equipment; Autoclave & Sterilizer; OR Table & Lamp; Refrigerator, Mortuary & Pathology; Complete Hospital Furniture; Medical Testing Equipment & Simulator (RIGEL/SEAWARD); Other various Medical & Medical related items. ■

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Al Rabie Co-sponsors Nutrition Meeting

The "Food that have Medical Claims" scientific meeting, held recently by the General Administration for Nutrition, MoH in the KSA, discussed food, its medical benefits and its role in the treatment of various diseases, as well as foods that have medical claims and their uses under medical supervision.

The participants emphasized the importance of identifying scientific recommendations for foods that have medical claims, intensifying efforts to amend and update the related regulations and specifications, as well as enhancing the effectiveness of periodic surveillance and health education in order to reduce the risks and negative effects of this kind of food.

Al Rabie Saudi Foods Co. Ltd., a pioneering producer of dairy products and juices in the KSA and the largest juice manufacturer in the Middle East, co-sponsored the event as part of its commitment to supporting the awareness activities, educational campaigns and social programs aiming to serve the community. ■

REFER TO **RIN 78** ON PAGE 74

Nouvag Introduces the MD 20 Micro Motor System

The new MD 20 from **Nouvag** is a drill / micro motor system for applications in the areas of oral, mouth, jaw, and facial surgery, implantology, hand and foot surgery, plastic surgery, neurosurgery, ENT surgery, etc. With the use of a hand grip with INTRA coupling (ISO type E), the device is suitable for drilling, routing, sawing, cutting threads, and inserting screws and wires as well as for grinding and polishing.

The strong hand motor with a speed up to 40,000 RPM was constructed without the use of conventional carbon brushes since these can quickly show signs of wear. The motor can be sterilized in the autoclave without any problems.

The basic system is supplied with a motor. However, it is possible to connect a second motor in order to use different elbow fittings and speeds – which can be stored once selected – during the operation.

A practical example: By using 2 motors, it is not necessary to exchange drills and cutters during a wisdom tooth osteotomy. The high-torque motor is air-cooled and the surgeon can always rely on it, even during operations on hard bones.

The revolutions per minute (RPM-range) of the MD 20 can be continuously regulated using the surgery-capable foot pedal. In addition, the pump (on/off, pump volume) and the rotation direction of the motor can be adjusted using the foot pedal.

The pump, which can be finely adjusted, starts quickly and is easy to operate. The pump volume currently set for the coolant is shown on the display. If the device is used for ENT surgery, the coolant can also be supplied in drops only.

One of the main considerations in the development of the pump head was the simple and user-friendly installation of the hose set, even under sterile conditions. Due to the snap-on hose fitting, the hose set is always attached to the pump head firmly and securely. ■

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Unident: Specialists in Dental Cross Infection Control

Unident S.A., whose headquarters are based in Geneva, Switzerland, was founded in 1970, and has established a reputation over the years as a leader in the field of hygiene and disinfection in the dental environment.

In 2006, Unident S.A. integrated with **Laboratoires Anios** based in Lille. This placed the company at the center of one of the world's leading disinfectant manufacturers and specialists in cross infection control products.

Unident products are designed and manufactured to meet the highest European standards expected by today's dental practitioner. By utilizing the expertise of Laboratoires Anios, in Research and Development,

Microbiology and Regulatory, Unident haa developed formulations for a complete range of hygiene and disinfection products, which meet and exceed the needs of the modern dental environment. These products carry the brand name Unident Swiss, and include globally recognized names such as Micro® 10, Unisepta®, Dermocol® and Vacucid®.

Evidenced by certification to ISO 9001 / ISO 13485 quality management standards, Unident is committed to delivering the highest level of quality to its customers.

This quality philosophy is integral to the Unident approach, and lies at the heart of all members of the

Unident team. All Unident products are subject to rigorous scientific testing both within the Laboratoires Anios Microbiology department and by some of the world's leading authorities in the field of cross infection control.

Collaboration with research institutes means that Unident products are routinely improved to ensure that they remain ahead of the latest regulations and recommendations.

By investing your trust in Unident you can be sure that those around you, your staff, patients and their families, are protected from potential risks which may be presented in today's dental environment. ■

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CardiAid AED: Simple and Vital

Sudden cardiac arrest (SCA), the leading cause of death in U.S.A. and Europe, is the condition in which the heart is no longer able to pump blood to the brain and other organs, because of an electrical problem in heart resulting in a fatal arrhythmia (mostly ventricular fibrillation or ventribular tachychardia).

SCA can strike to any person, anywhere, anytime. In most cases, there are no previous symptoms. When someone collapses from SCA, immediate cardiopulmonary resuscitation (CPR) and use of an automated external defibrillator (AED) are essential for any chance of recovery. Immediate treatment is critical for SCA victims since survival chance decreases about 10% with every minute without defibrillation. Even with the fastest emergency medical service system, the professionals may not be able to reach the victim in time.

CardiAid AED was designed to make life-saving defibrillation possible for everybody and accessible everywhere. It is an easy-to-use device, designed specially for public access use, to provide life-saving electroshock treatment for a patient having SCA within the critical first minutes, until the professional care is available.

Besides its successful detection and treatment algorithm, by providing comprehensive assistance to the user, CardiAid AED is perfect for public-access use.

CardiAid AED is produced by **CardiaTech Holland BV**, an innovative company focused on public-access healthcare solutions. ■

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Sterilization Indicators from Etigam

Etigam manufactures sterilization process indicators for Gamma / E-Beam, ethylene oxide and steam sterilization, that change color during the sterilization process.

By using these self-adhesive indicators, treated products can be distinguished from non-treated products. The ETIGAM indicators are supplied as self-adhesive dots, blank labels with indicator strip (for use with thermal transfer printers), or customized labels. Etigam also supplies biological indicators such as strip, suspension or self-contained. These indicators are used for validation and routine testing.

New is the Bright-Cheq biological indicator monitoring system for steam sterilization processes, with a full and true biological result within 10 hours, and positives usually detected in 3 – 5 hours. The user will be informed through an audible alarm, a change of the LED status, and an automatically generated and printed report. High quality, meeting or exceeding the applicable standards, competitive pricing and reliable deliveries make Etigam a perfect supplier.

Etigam started its activities in 1981 in Wenum, The Netherlands. Nowadays, with headquarters located in Apeldoorn, a U.S. SteriMark office in oledo, Ohio, and distributors in all world markets, combined with flexible production-capacity, continuous stock, and the ISO-9001 certificate, Etigam provides prompt deliveries of top quality throughput and biological indicators. ■

REFER TO **RIN 82** ON PAGE 74

SABIC New Compounds Breathe Life into Inhalation Devices

Patients and medical device OEMs can now breathe easier thanks to **SABIC Innovative Plastics**' new breakthrough anti-static compounds for inhalation devices.

The company has recently launched three major additions to its family of high-performance LNP* Stat-Loy* specialty compounds. The new transparent materials provide permanent anti-static properties, eliminating the need for expensive secondary operations, and help ensure repeatability of dosing and potentially lower drug costs through more-efficient aerosol and powder dispensing. The new LNP Stat-Loy specialty compound grades are also pre-assessed for biocompatibility according to ISO 10993 to help manufacturers expedite compliance and time to market. SABIC Innovative Plastics' ongoing investment in these and other leading-edge healthcare technologies illustrate the company's commitment to its customers by actively addressing mounting medical industry demand for improved patient safety and lower manufacturing costs.

"SABIC Innovative Plastics is clearly delivering a fast-expanding portfolio of high-end, highly specialized materials to the medical device industry," said *David DeVito*, LNP compounds product marketing manager, SABIC Innovative Plastics. "Our new transparent, anti-static LNP Stat-Loy compounds will help drive exceptional design flexibility to create very efficient inhalation devices that can optimize patient dosages for improved safety, while simultaneously slashing manufacturing system costs." ■

* Trademarks of SABIC Innovative Plastics IP BV.

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Innovative Pharmaceutical Packaging from Burgopack Based on Sliding Mechanism

Winner of first prizes for compliance packaging from both the Healthcare Compliance Packaging Council in the USA and Pharmapack Paris in Europe, **Burgopak**'s pharmaceutical packaging is designed around a unique operating system.

The innovative pharmaceutical packs incorporate Burgopak's patented sliding mechanism, keeping the patient information booklet, blisters and outer carton conveniently connected at all times. Essential information is always clearly displayed whenever the product is used, the design is user friendly and portable, and allows for maximum opportunity in brand communication. The pack's high structural integrity also extends its lifespan and ensures that the patient retains the entire pack intact at all times.

Four basic designs can be adapted to meet customers' requirements, each of which can be customized to accommodate nearly any pill, blister or leaflet size. Burgopak currently offers single-blister, double-blister, dual product single blister, child resistant and senior-friendly designs.

Unique and complex to make, Burgopak's patented sliding mechanism discourages counterfeiting and piracy. Used in Burgopak's range of pharmaceutical packaging, the mechanism and related features are protected by a number of international patents. Burgopak can also incorporate state-of-the-art anti-counterfeit features in its packaging.

Burgopak's pharmaceutical packaging has already been the choice for Rennie® ICE, a new indigestion and heartburn product. In a one-slide motion, the Burgopak opens to reveal 12 Rennie® ICE tablets in two separate blisters. It provides a highly portable product for consumers, as well as providing generous branding space. The new packs have been manufactured using Burgopak's automated packaging line at Brecon Pharmaceuticals in Wales. Designed and built by Bosch Sigpack Systems in Switzerland, the innovative machine enables speedy, economical, high volume pharmaceutical packaging production. ■

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A Queen's Award for Cableflow

The UK's leading specialist designers and manufacturers of Bedhead Services Trunking Systems, **Cableflow International Limited**, have been awarded a coveted Queens Award For Enterprise in the Innovation category for their Technotrunk Medisys integra™ product.

Not only used in the UK but extensively in the Middle East where the integrity of healthcare engineering is essential, the product is used to facilitate the provision of building services in both new and refurbished hospitals and reflects an exceptional achievement in the market sector for such a young company who have long been seen as the innovators in this highly specialized market sector and a Queens Award is a reflection upon their knowledge and expertise.

Cableflow's Bedhead Services Trunking product incorporates a variety of patient care services such as medical gases and fluids, nurse-call systems, patient monitoring and communication systems, electrical power, general room and night lighting, patient reading/observation lighting are delivered by a single integrated trunking unit which has been developed to benefit from off-site manufacturing techniques and which is simple to install and maintain. A key element of the innovation provides the sole source of general room illumination with a substantially reduced power consumption from the normal principles thus negating the need for additional ceiling mounted luminaires.

The product delivers enhanced clinical benefits at the bed-head for nursing staff and patients alike whilst its low maintenance characteristics and life expectancy are further key assets for healthcare developers.

Each product system is unique to its final destination due to localized project preferences whilst product adaptability has an appeal to a global market which has already led to a flow of successful export orders including the supply of over 1200 bed positions at the new Mater Dei Hospital in Malta.

By developing the off-site manufacturing concept the simplicity of installation is key to main contractors and is where further substantial project savings are made. ■

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2009 Best Financial Year Yet for ClinTec International

The launch of the Cairo office in October was one of the high points of the year.

ClinTec International, a leading full service multinational contract research organization (CRO), has today announced that it has achieved organic growth with a 45 percent increase in global sales revenues over the last twelve months; expanded its client base and signing new contracts with 11 of the world's top 25 pharmaceutical firms.

With a presence in some 40 countries around the world, ClinTec International manages clinical trials in all major therapeutic areas, including oncology, neurology, cardiovascular, respiratory as well as gastroenterology. It also has a wealth of experience in providing consultancy services in all aspects of quality assurance (QA), with ClinTec's QA team having all held senior positions within quality and manufacturing operations in the pharmaceutical, biotechnology and medical devices industries.

Dr. Rabinder Buttar, the company's founder, President and CEO commented: "ClinTec International is at the top of its growth metrics when compared to competitors. We have met the challenges of 2009 and indeed current projections point to the company's growth in 2010 and 2011 being sustained to the same high levels.

"Our strong financial performance, achieved during a difficult economic climate, is linked to our established track record at managing activities in a fast and flexible manner. Whilst other CROs suffered project delays or cancellations, ClinTec forged ahead developing innovative services in 17 new countries, employing 115 new staff in the process. Looking ahead to 2010 and 2011, we comfortably project a continuation of this substantial growth trend.

"The launch of our Cairo office in October was one of the high points of the year. Apart from providing our global pharmaceutical associates with access to new patient populations, ClinTec Cairo cements our reputation as the major CRO in the Middle East and North Africa (MENA) region.

"ClinTec International excels at opening up new and emerging markets. Our unrivalled knowledge of different regulatory requirements and cultures is our strength and this means major international pharmaceutical firms know they can always turn to us," she adds. ■

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Robust, Lightweight Autopsy Products from Medezine and Barber Autopsy

A range of medical electric saws were on display in January when **Medezine** and **Barber Autopsy** showcases their cutting edge products to the Middle East at the Arab Health exhibition. The companies also launched their new catalogue featuring a complete range of products for the forensic and mortuary market.

For more than 20 years now, Medezine and Barber Autopsy have been producing medical saws designed specifically for the forensic and mortuary market. These products are used extensively throughout the world.

Arab Health offered the two companies the chance to speak with potential business partners from the Middle East to discuss future distribution opportunities.

Meeting the demands of mortuary professionals, Medezine and Barber Autopsy have been manufacturing specifically designed saws and filter systems, working with end users to provide safe and efficient products.

One product showcased at the event was the Medezine 4000 system – capable of handling health endangering dusts and providing a well-balanced and lightweight cutting head.

All units are robust, lightweight and extremely safe even in wet conditions, enabling the hand piece to be sterilized safely and efficiently, with the vacuum system removing toxic dust and hazardous airborne particles at source. Designed for ergonomic efficiency to reduce operator fatigue, the saw is also one of the quietest saws available at only 37dBa, making it the most popular choice of autopsy saw for hospitals in the UK.

Committed to providing their customers with all they need, the companies provide other equipment such as autopsy tables, mortuary instruments and post mortem needles.

Richard Noble of Medezine, said: "We have a strong history in the mortuary and funeral markets of the UK and with distributors in Europe as well as Malaysia and South Africa, we are hoping Arab Health will help us further our international links and find distributors from across the globe." ■

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Braun International Healthcare Solutions in ME

With over 160 years of experience specializing in the manufacture, supply, installation and after sales service of medical equipment; **Braun International** traveled to the Middle East, met with existing business partners and tried to source future potential business at the Arab Health exhibition.

As one of the leading global medical suppliers, Braun is a pioneer in the production of ultrasound medical equipment, medical oxygen concentrators and anesthesia instruments. Offering a full after-sales service on all equipment supplied, as well as training courses for the servicing and repair of equipment, the company is a world leading surgical instrument supplier both in the UK and Internationally.

Arab Health helped Braun International to cement current relationships as well as forge new ones. The company already distributes to 60 countries worldwide and is hoping to enlarge its portfolio.

Les Drayton, Technical Director, Braun International, said: "We are hoping Arab Health will offer us the opportunity to speak to potential distributors from across the Middle East and allow us to meet with our current contacts to explore future opportunities available to us." s

Braun International is registered in accordance with ISO 9001: 2000 and BS EN 13485: 2003. ■

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The aepEX Plus Depth of Anesthesia Monitor

The new aepEX Plus depth of anesthesia monitoring system dynamically measures the balance between hypnosis, analgesia and surgical stimulation using Auditory Evoked Potential (AEPs) providing the anesthesia community with a fast, accurate and compact depth of anesthesia monitor.

aepEX combines years of proven clinical data with 21st century technology enabling anesthesia professionals to prevent surgical awareness, reduce the amount of drugs used during surgery, reduce recovery times and increase the overall safety of anesthesia

aepEX has gained wide acceptance with clinicians around the world since its introduction in 2005. The new version, aepEX Plus, has a range of new features including an advanced signal recognition system, real time and post operative download facilities, fully illuminated screen and a high impact resistance carry case.

However, the most important change is the addition of an ICU function enabling monitoring of sedated and comatose patients.

Due to the systems small size and battery operation facility it can now move with the patient from induction room, to operating room and on to the intensive care unit thus becoming the first product of its kind to offer healthcare professionals a full continuous monitoring option.

aepEX is manufactured in the UK by **Medical Device Management Ltd** and full sales and technical support is available from their distributors around the world. ■

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High Performance Capnograph Improves Patient Care

The new ultra-compact and ergonomic VM-2500 from **Viamed Ltd.** combines outstanding performance and reliability, in either mainstream or sidestream CO_2 and SpO_2 monitoring.

Utilizing innovative technologies and state-of-the-art design, this CO_2 and SpO_2 monitor provides extremely accurate and reliable measurement for intubated or non-intubated patients.

The VM-2500-M mainstream capnograph utilizes the advanced IRMA™ CO_2 Analyzer; to precisely determine gas concentration in the mixture. The VM-2500-M is designed to overcome the shortfalls of conventional sidestream technologies; namely water and secretion handling, calibration and service costs. The IRMA™ CO_2 Analyzer is factory calibrated and requires no integration procedures or associated expenses, just 'PLUG-IN and MEASURE…™'.

The VM-2500-S sidestream capnograph combines the advanced ISA™ CO_2 Analyzer; with the Nomo Adapter. This 'no moisture' adapter has fluid protection technology specially developed to eliminate traditional water condensation and separation problems commonly associated with other sidestream systems. The Nomo Adapter and sampling line is the world's first sampling line system that removes both water and water vapor from a sampling line without the use of a water trap.

Measuring a range of vital parameters; $FiCO_2$, $EtCO_2$ Respiration Rate, SpO_2 and Pulse Rate, the VM-2500 is designed to help improve patient care and allow more time to be spent with the patient due to its rapid warm-up and response times. ■

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Rigel Launches the New UniSIM Combination Vital Signs Simulator

At Arab Health, **Rigel Medical** showcased an industry first - its new handheld, combination vital signs simulator, UniSIM. The company also demonstrated a new lightweight electro surgical analyzer, the 377.

The UniSIM is the only simulator capable of undertaking six synchronized vital signs parameters tests, enabling medical device engineers to quickly, easily and accurately undertake NIBP, SpO_2, ECG, temperature, IBP and respiration functionality tests simultaneously using a single portable instrument.

The battery powered vital signs simulator reduces the time taken to test the correct performance of a wide range of medical devices and equipment used in hospitals, operating theatres and other facilities.

It utilizes the full synchronized functionality of Rigel's individual NIBP and SPO2 simulators as well as a comprehensive patient simulator (ECG, invasive blood pressure, respiration and temperature) to cut simulation times and deliver cost saving benefits – engineers no longer need to use a variety of different instruments for testing these functions separately.

Whilst the instrument incorporates a range of custom settings that include a variety of pediatric and adult NIBP pressures, pulse volume adjustments, heart rate and manufacturer-specific O-curves, the UniSIM can be fully customizable to meet specific performance test conditions.

The Rigel UniSIM also utilizes new and advanced technologies to maximize the accuracy of each simulation such as using both electronic and optical SPO2 simulation methods in a single test setup and manufacturer specific simulation curves during the NIBP simulation, reducing uncertainties thus improving the test time. Featuring Bluetooth connectivity, simulation test results can be stored within the instrument and printed wirelessly to the rugged battery operated Elite Test n Tag printer.

The Rigel 377 combines high accuracy and resolution load resistors, color display with color coded connection setup help screens – another industry first - integral memory and auto sequencing. The instrument features a range of easy-to-use custom settings, including a variety of test sequences and power distribution curves which make testing faster, easier and more accurate. ■

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Leading British Supplier of Mobile Surgical Services at Arab Health

Vanguard Healthcare, the UK's leading supplier of mobile surgical services, has further reinforced its ambitious international strategy by exhibiting it mobile operating theater at Arab Health.

"Whether you are talking about an NHS hospital in London or a private healthcare institution in Dubai, many of the fundamental challenges remain," remarked *Gary King,* co-founder and development director of Vanguard Healthcare. "Public and private providers in the UK have found our service invaluable in a number of situations, from maintaining capacity during refurbishment or after an emergency, right through to testing the practicalities of a business expansion plan – these are challenges that no doubt face healthcare providers in the Middle East, as well."

He added: "Vanguard will primarily concentrate on selling units to Arabian customers, with full maintenance and staff training support. However, a service delivery model base on short to medium term rentals will also be made available in cooperation with our new partners SADCO, and supported by Vanguards expertise."

Dr. Hussein Kamal, General Manager of SADCO, said: "Like many Europeans nations, some Arab countries are experiencing pressure on their healthcare infrastructure due to rising exceptions and populations. Service delivery using mobiles is now being considered as a practical and cost effective solution to these modern healthcare challenges."

In the UK, the past year has been one of great change for Vanguard. Following a management buyout from private hospital company Nuffield Health in April 2009, Vanguard's units have been commissioned in a number of lucrative contracts with private healthcare companies and the NHS.

One such innovative contract that Vanguard has recently won is with DentalXpress who have established, using Vanguard's units, the first mobile dentistry service for NHS patients in the UK, set for launch later this month.

The company has also set up joint ventures in Holland and Germany and plans to offer its services in many more European countries, as well as establishing agency agreements in South Africa and the Middle East. ■

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With Specially Designed Solutions Philips Directly Addresses the Needs of Healthcare Providers

MHW magazine interviews Mr. Bas Verhoef - General Manager, Philips Healthcare Europe, Middle-East & Africa, who is based in Eindhoven in The Netherlands. Verhoef holds two Master's degrees from the Eindhoven University of Technology; one from the Faculty of Nuclear Physics and the other in Business Marketing (MBM). He also followed a Ph.D program at the Faculty of Medicine, in the Department of Physiology, at the University of Maastricht.

Bas Verhoef

1- Does Philips still look at the healthcare market in the Middle East the same way it did a few years ago?

Definitely not, the healthcare market is going through a transformation. One example is the rise of aging population hence the rising importance of Home Healthcare.

Advancements in technology and medicine are not only enabling people to live longer lives, they are enabling people to do so while remaining healthier. The aging of the population—older people represent approximately 15 percent of the population in the developed world today, with this figure set to double over the next 25 years—provides strong potential market growth for home healthcare solutions.

Older people are also becoming increasingly more active in managing their own health and wellness. Looking forward, seniors of the future will be empowered, technologically-savvy healthcare consumers playing an active role in the management of their healthcare. They will increasingly want and expect their doctor's care at home and on the go.

2- How did the recent financial crisis affect your business in the region?

At Philips, we are very fortunate to have an excellent relationship with our customers, and while we have seen certain projects or investments deferred, we are very pleased that our customers have continued to invest and have continued to choose Philips as their preferred equipment supplier.

To name a couple of projects and investments related to only Philips' iSite Picture Archiving and Communication System (PACS), in the first half of 2009, Tawam Hospital which is one of the largest hospitals in Al Ain signed a reference site agreement for Philips' iSite PACS, while in August the same year, Sheikh Khalifa Medical City (SKMC) in Abu Dhabi also installed the system.

3- What can you tell us about your recent participation at Arab Health 2010? What clinical segments was the focus on?

During Arab Health, Philips demonstrated a wide range of its healthcare solutions designed to directly address the needs of healthcare providers in caring for their patients. This year, Philips showcased its solutions for three clinical segments: Cardiology, Women's Health and Home Healthcare

In cardiology we focused on four important areas that help us improve healthcare delivery for patients with cardiac diseases: timely triage (solutions for fast, non-invasive evaluation of high risk cardiac patients) discovery to treatment (solutions that reduce door to balloon times for acute cardiac patients by clearing a path from discovery to treatment), minimally invasive interventions and connected healthcare solutions in the home for chronic heart patients.

In women's health, breast cancer is the leading cause of cancer death amongst women. Philips offers leading-edge imaging and information management tools to help detect breast cancer, enhance clinical decisions and streamline workflow. Philips also has a complete portfolio of leading edge cardiology products, including non-invasive solutions to help detect heart disease symptoms in women.

Finally in Home healthcare, our aim is to improve comfort and compliance for those who suffer from sleep disordered breathing and chronic respiratory diseases. We are transforming home healthcare through innovative thinking—pioneering new solutions and improving the quality of life for patients in the home.

4- Let's shed a bit more light on Philip's approach to cardiology and cardiac care.

Every year more people die from cardiovascular disease than any other cause of death. To cope with the growing demand for healthcare, healthcare productivity must rise. For cardiology, that means focusing on entire cardiac disease, rather than isolated silos of technology. Our philosophy is simple: People focused. Healthcare simplified.

Over the next twenty years, treatment demand in the states of the Gulf Cooperation Council will rise by 240 percent. In particular, cardiovascular disease will experience a steep increase of 419 percent. At Arab Health, we showcased our critical care solution Discovery to Treatment that can help to reduce the time taken for treating a patient who has suffered a heart attack to the recommended 90 minutes from the moment it is discovered.

In remote and thinly-populated areas of the Middle East, healthcare facilities may be limited, as hospitals tend to be smaller and medical equipment are scarce. At Arab Health 2010, Philips introduced the Philips Allura FC, a multi-purpose Cath lab which is an attractive solution

for such hospitals to extend their cardiac care treatment programs. The Philips Allura FC is also well-suited to be used as a backup lab for mainstream cardiovascular applications.

5 - So much has been said about the Philips/Respironics treatment for Obstructive Sleep Apnea. Tell us more about this technology.

Obstructive Sleep Apnea (OSA) is one of the most common sleep disorders worldwide. It is a condition that causes a person's breathing to stop repeatedly during the night, causing disruption in their sleep as they struggle to breathe. As a result, they never get the deep, restorative sleep that is needed. OSA can not only negatively impact a person's overall quality of life and productivity, but it can also potentially lead to serious health issues, increasing the risk of type 2 diabetes, high blood pressure, abnormal heart rhythm, strokes and other conditions.

The Philips Respironics Sleep Therapy System is a Continuous Positive Airway Pressure (CPAP) solution with intelligent technology that simplifies patient management by treating instead of monitoring patients and recognizing when therapy needs are changing. It also comes with sophisticated comfort enhancements.

6 – What other innovations or solutions did Philips reveal during the show?

Philips and SMIT Mobile Equipment partnered to introduce a mobile breast cancer screening vehicle, specifically adapted to the Middle East requirements. It is designed to reach remote areas in the region and taking into account privacy and weather conditions. The vehicle contains state-of-the-art screening equipment such as the Mammo Diagnost DR, Philips' digital solution for mammography, designed for efficient high-volume screening.

Philips also presented a patient-friendly environment with the high field open MR system, Philips Panorama 1.0T, featuring the widest open patient space to reduce the feeling of claustrophobia, in Philips' Ambient Experience solution. The Ambient Experience allows patients to personalize their environment and wrap themselves in a relaxing positive ambience which speeds up the procedure, and in some cases reduces the need for sedation particularly among children. ■

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New Zealand Offers Innovative Healthcare Solutions to Support GCC Health Sector

Recognized as a world-leader in healthcare technology, New Zealand offers innovative health solutions set to support the GCC health sector. Six New Zealand healthcare companies participated at the recent Arab Health exhibition, supported by **New Zealand Trade and Enterprise (NZTE)**, the New Zealand government's economic development agency.

• **ARANZ Medical** has a vision of creating technology-based solutions to improve healthcare. Their innovative Silhouette product suite provides measurement and assessment technology for advanced wound care. Silhouette provides comprehensive imaging, measurement and documentation capabilities that provide significant advantages for patients, health care providers and funding organizations alike.

• **Educating Global** provides strategic advice and training tools for organizations aiming to improve the health and safety of children and young people. Their expert team offers a comprehensive mixture of strategic advice on education initiatives and campaigns across various mediums, international best practice, project planning, as well as training, conferences and workshops.

• **Fisher & Paykel Healthcare (F&P)** is New Zealand's largest medical device company. For nearly four decades F&P have been world leaders in the development of respiratory humidifier systems for use in critical care. F&P offers a broad range of products and systems for use in respiratory care, the treatment of obstructive sleep apnea, neonatal care and operating rooms.

• **Mercer** designs, manufactures and services their own brand of sterilizers, washer disinfectors and warming/ drying cabinets. Their key product is the SteriDrawer– a radical new approach to the sterilization of devices. It features patented technology and incorporates a number of new initiatives including nanotechnology traceability. The SteriDrawer system has the potential to address most clinical shortcomings found in current practices and offers new opportunities with respect to standardized quality, logistics and traceability.

• **Orion Health** is a leading provider of clinical workflow and integration technology for the healthcare sector. By enhancing existing information systems, Orion Health's technologies provide healthcare workers with easy access to patient data and trends, reducing errors and omissions and streamlining information flows. For over ten years, Orion Health technology and expertise has been contributing to integration, EMR, EHR and RHIO implementations and disease management programs worldwide. Orion Health is considered a global leader of regional HER solutions based on a proven track record in the US, Europe, Canada and Asia Pacific.

• **WinScribe** is a world leading provider of digital dictation software that supports all business requirements for digital dictation, transcription, voice recognition and workflow management. Founded in 1995, WinScribe is one of the most innovative and fast moving solutions providers in the digital dictation industry and is the largest supplier of digital dictation technologies, specializing in the healthcare, legal, law enforcement, transcription, surveying, insurance and government sectors. ■

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DHA Joins Forces with Active-M Group and Philips to Develop Continuous Medical Education in Dubai

Dubai Healthcare Authority (DHA), **Active-M Group** and **Royal Philips Electronics** have recently announced a joint venture to develop a strategic framework for delivering and marketing a world-class Continuous Medical Education (CME) academy of excellence. The academy, based in Dubai, will offer both international and local accredited courses for all medical practitioners in the UAE and other GCC countries. All the parties of the joint venture are very keen to make sure that the Dubai Academy for Continuous Medical Education opens its doors in a maximum period of six months.

The academy's mission is to enhance the quality and effectiveness of patient care through innovative delivery and support of continuing professional development programs for healthcare professionals. The Academy partners with medical education and communication companies and other organizations to provide certified continuing education for healthcare professionals.

The academy will deliver first-class accredited medical education to ensure up-to date knowledge and skill development for the community of regional medical practitioners at large. The academy is an answer to the increasing demand for continuous medical education in the GCC region due to permanent influx of expat personnel requiring calibration of knowledge and training.

The Dubai Healthcare Authority, being a pioneer in introducing best practices in healthcare in the region, will provide the joint venture its premises to conduct the medical courses, define the topics of the courses and workshops that are fully in line with the demand in the UAE and the GCC arena at large, and grant accreditation to participants according to the rules and regulations applicable in the UAE.

Dr. Khalil Qayed, Director of Medical Education at the Dubai Health Authority said, "This is a great opportunity for the medical community to upgrade their knowledge and skills and to get in touch with high caliber scientists and experts to exchange their expertise." ■

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Clemenceau Medical Center among World's Best Hospitals for Medical Tourism


Mounes Kalaawi

Beirut-based **Clemenceau Medical Center (CMC)**, an affiliate of Johns Hopkins International, was ranked one of the world's top ten best hospitals for medical tourism in 2010 by the Medical Travel Quality Alliance (MTQUA). CMC Hospital was the only healthcare facility in the Arab world and Middle East region that made the list. MTQUA assessment was based on strict criteria including patient safety and security, medical quality and outcomes and International patient management. The results will act as a list that will serve as a reference for patients and medical travelers.

This ranking comes in recognition of CMC's continuous efforts to establish an internationally renowned reputation in the medical tourism sector. In order to shed light on medical tourism in Lebanon and the Middle East, CMC upholds its role internationally by lecturing at the most advanced and specialized medical travel conferences. CMC achieved this through dynamic participation in major international exhibitions and conferences that tackle the development of medical services and tourism management, organized in Dubai, Singapore, Malaysia, the United States and others. JCI accreditation in 2009 has contributed to enhancing CMC's position on the of the Medical Tourism World map.

"It is a great honor to have our hospital recognized among the Top Ten World's Best Hospitals for Medical Tourism", said *Dr. Mounes Kalaawi*, Chief Executive Officer of CMC hospital. "Since its inception, CMC worked tirelessly to bring the world's best expertise, and adopting the world's best practices and standards to the region, which inspired trust in Lebanese society and the Arab region" he added, reiterating the fact that "While CMC took part in conferences and medical tourism organizations, the establishment of an International Patient Services Department at CMC was an essential boost to manage and facilitate the provision of services to international patients. With that service at hand, we were able to encompass 4000 International Patients in 2009, while aspiring for more this year." ■

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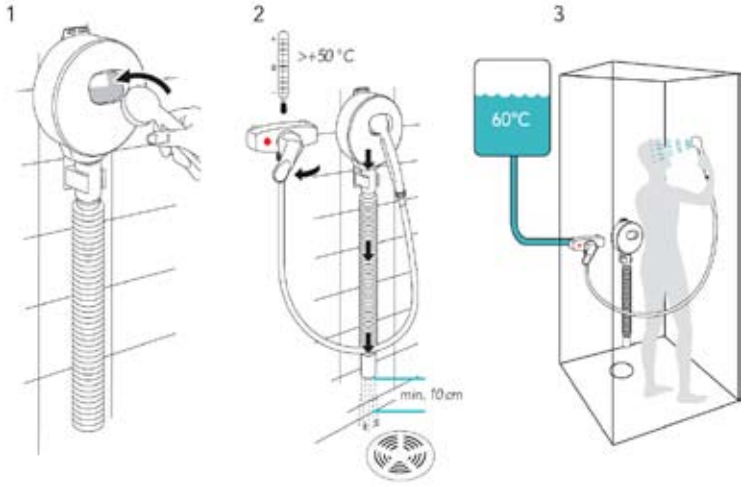
Showers Are Now Legionella Free Thanks to Spoldosan®



Spoldosan® by **Torso Innovation AB** is a new bathroom product with several good functions combined; a perfect complement to the standard regular hanging.

Legionella bacteria, which can cause Legionary disease and Pontiac fever, can grow in stagnant water under favorable conditions in temperatures ranging between +18°C and +45°C. When turning on a shower there will always occur some mist and it´s in this mist that the bacteria that are dangerous to inhale can be found. To get the disease usually a large amount of bacteria is needed, and mostly older people and those with reduced immune defense have the highest risk of getting infected.

By flushing for a while before using the shower the stagnant water in the hose will be replaced with new fresh water. Put the shower handle in the flush box before turning on the shower, and leave it there while the first water begins to flow. Leading down from the box is an extensible and flexible hose that directs the water and the mist down towards the drain.

Another proof of the flush box's efficiency is that the house owner has the right temperatures on the hot and cold water (under +18°C for cold water and over +50°C for warm).

The fact that the water is directed in a jet towards the plughole instead of getting the floor of the bathtub or shower all wet brings more advantages such as reduced risk of slipping when stepping into the shower and reduced risk of getting burned by the first hot water.

Spoldosan® is easy to use and has been tested at hospitals in Sweden. It is solid, durable and hygienic. The shower handle and flush box can be used in many different bathroom environments for e.g. hospitals, schools, sports centers, hotels, nursing homes, self-contained houses and everywhere where children use showers. Spoldosan® is available through **Villeroy & Boch Gustavsberg AB**. ■

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GH3 – New Thinking, New Looks in World of Ceiling Hoists

Arab Health was the ideal venue for public unveiling of a major step forward in ceiling hoist technology to the Gulf region. For the very first time in the Middle East, **V. Guldmann A/S** was lifting the curtain on the unique new GH3 ceiling hoist concept.

The eye-catchingly sleek GH3 ceiling hoist concept was designed in close collaboration with one of Scandinavia's most prominent architectural design practices. Five solid years of specialist R&D work was based on meticulous research into the exact needs, preferences and wish lists of patients, hospital staff and other health care professionals, as well as hospital architects, structural engineers and administrators. The GH3 system was designed from scratch for easy, money-saving integration into modern construction projects, as well as for rapid, glitch-free retrofitting into existing buildings. The result is an exceptionally attractive design theme that will continue to look ultra-modern for decades to come.

The GH3 is characterized by a simple, elegant appearance developed to cope with the full spectrum of lifting, weighing and transporting duties. It communicates visual quality, exceptional functionality and cost-effectiveness all at the same time. The GH3 is designed to complement and enhance the appearance of any interior, blending harmoniously into the surrounding architecture, instead of looking obviously technical and detracting from it. The overall visual effect dramatically raises the bar on what users can expect from ceiling hoist systems in the twenty-first century. The groundbreaking GH3 concept also cements Guldmann's position as the company renowned for setting the standard that others only seek to achieve in the world market for ceiling hoist technologies and capabilities. Functions and capabilities important to both users and carers are built in. These include automatic recharging, built-in weighing, fast lifting at full weight, double-speed raising/lowering, PDA-linked modules with easy data read-outs, etc. ■

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Aetna Extends Health and Wellness Initiatives to Middle East

In a bid to focus greater efforts in the Middle East on the overall health and wellness of its citizens, **Aetna**, a leading global diversified healthcare benefits company, announced in February the launch of its online member Wellness Centre.

Created to help combat some of the key, developing health conditions in the region, including cancer and coronary artery disease, the tool will provide all Aetna Global Benefits (AGB) Middle East and Africa health plan members with information and resources to help them achieve their optimal health. It is designed to support members whether they are healthy, at risk of disease or injury, managing a chronic condition or experiencing a major health event.

Aetna aims to engage, educate and motivate members through the AGB Wellness Centre. The company believes that encouraging healthy lifestyle choices will help to foster higher degrees of patient compliance, impact health outcomes, decrease health care costs and enhance employee productivity.

Cancer is the second leading cause of death around the world and third leading cause of death in the United Arab Emirates. Given the related staggering costs of medical care and lost productivity, the organization chose to initially focus its educational efforts on cancer. Additional areas of focus include asthma, coronary artery disease, stress management, diabetes and smoking cessation.

Aetna has also shown its commitment to fighting cancer through a $20,000 grant to the National Cancer Coalition (NCC). The grant will support the NCC Cares program, which supplies hospitals and clinics in impoverished areas around the world with the tools and resources needed to assist medical professionals and facilities in the treatment and prevention of cancer and other serious diseases.

Sandip Patel
Head of International Business

Aetna will continue to support and promote healthy lifestyles through locally-customized health and wellness education that recognizes and addresses the complexities of this market's diverse environment. ■

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Search is on for Middle East's Best Spas

An award scheme aimed at finding the best spas in the multi-million dollar Middle East industry will make its debut in May at The Hotel Show 2010.

"The Middle East Spa Awards have been introduced to recognize and reward the region's best spas," said *Maggie Moore*, Exhibition Director of The Hotel Show, which takes place from 18-20 May 2010 at the Dubai World Trade Centre. "The awards aim to set a benchmark while at the same time putting the spotlight on the best spas in the region."

Figures released last year revealed that the spa industry in the Middle East and North Africa generated more than US$630 million annually from over 824 facilities, 60% of which are in or around hotels.

Spas are being invited to participate in six award categories: Spa Personality; Green Initiative; Spa Marketing Program; Signature Body Treatment; Best Spa; and Spa Design.

Nominations for the awards will be assessed by a judging panel of industry experts with the first review of submissions expected to take place in March. The Middle East Spa Awards 2010 will be presented at a business breakfast ceremony at The Hotel Show on Wednesday19 May 2010.

Last year, The Hotel Show introduced the first Middle East Spa Summit, a three-day conference attended by CEOs and upper management of hotels, spa and club managers, architects and designers as well as spa supply companies to address issues in the this profitable Middle East sector.

The Hotel Show features the latest products, services and technologies the hospitality and leisure sector. The show covers Hotel Spa; The Resort Experience; Security and Technology; Operating Equipment and Supplies; and Interiors and Design. Also running alongside The Hotel Show is The Seven Star Conference that attracts hundreds of top level industry buyers and decision makers with topics ranging from high-end industry design to technology, food and beverage trends and addresses current management issues. ■

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Vision-X Dubai to Return with New Features Including Workshops, Seminars and Fashion Shows

International professionals from the optical and opthalmic industries will meet with exhibitors at the Middle East's Most Established Optical and Opthalmic Exhibition - Vision-X Dubai. The 11th edition of the show will be held 18 – 20 May 2010 at the Dubai International Convention and Exhibition Centre (DICEC). The show will again offer a diverse yet targeted range of products from medical to fashion and lifestyle within the two dedicated areas: Vision Opticare and Vision Lifestyle.

Vision Opticare will facilitate the growing needs of the region's Eye Care specialists, featuring the latest in Ophthalmic, Optometric and Technical equipment, instruments and machinery, while Vision Lifetsyle will feature the very best in Fashion Eyewear and accessories as well as the latest products on show at the sytlish catwalk.

"Vision-X Dubai brings together the latest eyewear fashion while offering a platform for the opthalmic industry to come together and create new business opportunities," says *Trixee Loh*, Senior Vice President, **Dubai World Trade Centre** (DWTC), organizer of the event. "We are seeing a great deal of interest from international companies looking to bring new ideas to the Middle East market and we know Vision-X Dubai will provide a focal point for future developments."

New this year is also The Vision-X Dubai Workshops. This exciting new feature will give all visitors the chance to benefit from and interact in educational workshops from some of the industries top companies including Nikon/Kefan Optics. These will take place on 18 and 19 May 2010 and provide an interactive platform for visitors to gain knowledge on innovative research and technological developments at the forefront of the industry.

Taking place on 20 May 2010 alongside Vision-X Dubai, the 5th Vision-X Dubai Conference, which is co-organized by Dubai World Trade Centre and the Emirates Medical Association Ophthalmic Society (EMAOS), will also provide a platform to highlight issues driving the industry, including the prevalence of diabetes in the UAE. The conference will also concentrate on topics such as Advances in Cornea, Refractive Surgery and a special un-edited video session presenting complex eye surgeries.

Vision-X Dubai will relocate to the new Sheikh Saeed Halls at DICEC this year, providing a dedicated space for the industry to come together and facilitiate exciting business deals.

Industry leaders have again confirmed their participation at Vision-X Dubai including Egma Lens, which has renewed its status as Platinum Sponsor of the exhibition and Kefan Optics which will be showcasing the latest Nikon lenses and other products to the market. Other leading exhibitors include Bakarat Optical, Future Optics, Laser Opthalmic & Medical Instrument Co., Maui Jim Middle East and St Shine Optical.

Vision-X Dubai will be held in Sheikh Saeed Halls 2 & 3 at DICEC from 18 - 20 May 2010. The Vision-X Dubai Conference, organised by Emirates Medical Association Ophthalmic Society (EMAOS) will be held on 20 May 2010.

As the organizer of Vision-X Dubai, Dubai World Trade Centre offers more than 31 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. The DWTC team organizes 18 of the largest and most successful international and regional shows in Middle East, providing an ideal platform for business development in the region.

Its commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors. DWTC works with the leading trade bodies and industry associations to ensure that all exhibitions deliver full value and are built upon the real needs of their specific sector. ■

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'Everything I Can' Cervical Cancer Awareness Campaign Seminars and Workshops Offer Tips on Prevention and Early Detection

Dubai Media Incorporated and Dubai World Trade Centre (DWTC), the region's leading venue operator and event organizer, reaffirmed their support for cervical cancer awareness in the UAE as part of the 'Everything I Can' global campaign.

The two organizations hosted a series of community outreach initiatives including seminars and workshops. The sessions aimed to educate the staff on the causes and methods of prevention and early detection of cervical cancer. The advice sessions were conducted by *Dr. Gaby Khayata* MD, Obstetrician and Gynecologist, Dr. Sulaiman Al Habib Medical Centre, and *Dr. Muna Tahlak*, MD, FACOG, Consultant & Head of Obs.Gyn Dept – Al Wasl Hospital and Director of Obs. Gyn Residency training program. It also included the distribution of 'Everything I Can' information packs.

Cervical cancer, one of around 200 different types of cancer, results from the abnormal growth and division of cells that make up the cervix. It is caused by a virus called Human Papillomavirus (HPV), a common type that infects half of all people at some point in their lives. However, cervical cancer, the second most common life-threatening cancer among women after breast cancer, is preventable.

The exact cause of cervical cancer is still unknown and symptoms do not appear until it reaches an advanced stage. HPV types 16 and 18 are cited as the cause of approximately 70 percent of cervical cancer cases. Cervical cancer has an incidence rate of 4.8 for every 100,000 women per year in the Middle East and 9.9 for every 100,000 women in the UAE.

Maryam Al Bannai, Senior Vice President, Human Capital, Dubai World Trade Centre, said: "In today's society, organizations must take an increasingly active role in prioritizing their employees' health and wellbeing. While cervical cancer is the second leading cancer among women, it can be prevented if individuals are well-informed." ■

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International Medical Convention Addresses Novel Rheumatoid Arthritis Treatment

International and regional medical experts meeting in Dubai in February addressed the importance of early detection and adequate treatment for patients afflicted by rheumatoid arthritis (RA), an auto-immune disease resulting in the loss of joint function which often leads to disability and other systemic complications. The event was organized by **Roche**, the world's largest biotech company, where it announced the launch of its innovative drug, Actemra© (tocilizumab), the only product to show superiority over methotrexate (MTX), the most widely used treatment against rheumatoid arthritis.

Research has shown that rheumatoid arthritis patients have high levels of interleukin-6 (IL-6), the key cytokine or protein involved in the inflammatory process. The overproduction of IL-6 leads to inflammation, swelling, joint damage and destruction, as well as other symptoms. Speaking at the event, Business Unit Director, Roche UAE, *Dr. Hesham El-Bakr*, said: "By blocking the action of IL-6, Actemra, the world's first IL-6 receptor-inhibiting monoclonal antibody, rapidly improves the signs and symptoms by reducing inflammation both in the joints and throughout the body, thereby helping more RA patients to achieve the ultimate goal of remission."

Rheumatoid arthritis is generally diagnosed through several symptoms and signs such as morning stiffness for an hour, pain and swelling of joints, and general weakness. The experts called on patients who notice these and other signs and symptoms to seek a rheumatologist's opinion.

Over a hundred specialists from around the world participated in the one-day medical convention. Medical experts including Ernest Choy from the UK, *Jean Dudler* from Switzerland, *Andrea Rubbert* from Germany, *Adel Al Awadhi* from Kuwait, *Mohamed Hamoudeh* from Qatar and others addressed the latest clinical trials and case studies linked to Actemra. Rheumatologists also underlined the importance of optimization of the treatment options in Rheumatoid Arthritis and called on patients to seek early specialist opinion. ■

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March 2010

DUPHAT 2010
Dubai International Pharmaceuticals and Technologies Conference and Exhibition
15-17 Mar, Dubai International Convention & Exhibition Center
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P. O. Box: 13636, Dubai, UAE
Tel: +971 4 3624717,
Fax: +971 4 3624718,
E-mail: duphat@index.ae
Web: www.index.ae

Rehab Dubai 2010
Dubai International Rehabilitation Forum
15-17 Mar, Dubai International Exhibition Center
Org: INDEX Conferences and Exhibitions Organisation Est.
P.O. Box: 13636, Dubai - UAE
Dubai Health Care City. Block B-Office nos. 202-203
Contact Person: Eng. Hana A. Aziz Abu Holy
Tel: +971 4 3624717 - Ext: 120
Fax: +971 4 3624718
Mob: +971 50 7945616
Email: rehab@index.ae, hana.holy@index.ae
Web: www.rehab.ae

Expomed 2010
17th International Istanbul Medical Analysis, Diagnosis, Health Care, Hospital Supplies and Rehabilitation Aids Fair
LAB - TECH 2010
13th International Istanbul Laboratory Technologies and Equipment Fair
18-21 Mar, TUYAP Fair, Convention and Congress Center, Istanbul – Turkey
Org: Tüyap Fairs Inc.
E – 5 Karayolu, Gürpınar Kavşağı
34522 Büyükçekmece, Istanbul – Turkey
Contact Person: Ömür İnce
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Fax: 90(212) 886 93 99
E-mail: omurince@tuyap.com.tr
Web: www.tuyap.com.tr

April 2010

Salon de la Santé
North Africa's International Health Care Trade Fair
6-9 Apr, International Conference and Exhibition Center Office des Changes - Casablanca, Morocco
Org: fairtrade GmbH & Co. KG
Tel: +49-(0)62 21-45 65-13
Fax: +49-(0)62 21-45 65-25
Contact: Ms Jana Garbrecht
E-mail: j.garbrecht@fairtrade-messe.de
Web: www.salonsante.info

Saudi Medicare 2010
The 13th International Healthcare, Hospital Supplies and Medical Equipment Show
12 - 15 Apr, Riyadh International Exhibition Center, KSA
Org: Riyadh Exhibitions Company
P.O.Box 56010
Riyadh 11554, KSA
Tel: +966 1 2295604
Fax: +966 1 2295612
E-mail: esales@recexpo.com
info@recexpo.com
Web: www.recexpo.com

Med-e-Tel 2010
The International eHealth, Telemedicine and Health ICT Forum for Education, Networking and Business
14-16 Apr, Luxexpo, Luxembourg
Org: Luxexpo S.A. - 10 circuit de la Foire Internationale - L-1347 Luxembourg
Tel: +32 2 269 84 56
Fax: +32 2 269 79 53
E-mail: info@medetel.eu
Web: www.medetel.lu

May 2010

Qmedic 2010 - Hospital Show
4-6 May, Doha Exhibition Center, Doha- Qatar
Org: CONEX WLL.
P.O.Box: 22679
Doha – Qatar
Tel: +974 44 42 270/71
Fax: +974 44 22 838
E-mail: info@conexqatar.com
Web: www.conexqatar.com

Vision-X Dubai 2010
11th Optical and Ophthalmic Exhibition and Conference
18-20 May, Dubai International Convention and Exhibition Center (DICEC)
Org: Dubai World Trade Center (DWTC)
P.O. Box: 9292, Dubai, UAE
Tel: +971-4-3086249
Fax: +971-4-3188607
Contact: Mr. Jon. Barber
Tel: +971-4-308 6124
Email: jon.barber@dwtc.com
Web: www.vision-x.ae

Pharmintech 2010
Exhibition for the pharmaceutical, nutraceutical and personal care industry
12-14 May, Bologna Exhibition Complex- Bologna, Italy
Org: IPACK-IMA SPA
P.O. Box: 20154 Milan, Italy
Contact: Maria Grazia Facchinetti
Tel: +39-02-3191091
Fax: +39-02-33619826
Email: pharmintach@ipackima.it
Web: www.pharmintech.it

IranMed 2010
13th International Exhibition for Medical, Dental, Laboratory Equipment, Pharmaceutical Products & Healthcare Services
11-14 June, Tehran International Permanent Fairground
Org: Iranian Association of Medical, Dental and Laboratory Equipment Manufacturers (AMEDAL) & Iranian International Exhibitions Company (IIEC)
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Fax:-+98 21 88206720-1
Web: www.iranmedonline.com

June 2010

Syrian Medicare 2010
The 10th international Medical Exhibition & Conference
16-20 Jun, Fairground - Airport Road - Damascus – Syria
Org: United for Int'l Exhibitions & Conferences
P.O.Box: 6454 Damascus, Syria
Contact Person: Ayman Shammaa
Tel: +963 - 11 - 3312123
Fax: +963 - 11 - 3312423
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Fax: +49 3727 969729
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Contact Person: Mr. C. Schwerin - scientific manager, Mr. B. Gassmann - general manager
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Fax: +971 4 3296183
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Contact Person: Mr. Khurram Agha - Business Development Manager
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Belimed AG	Stefan Schmid	Switzerland	stefan.schmid@belimed.ch	Hospital washers and sterilizers for cleaning, disinfecting and sterilizing surgical instruments	1,10,11,15,17
Benta Group	Radwan Al Ghazal	Lebanon	radwan.ghazal@bpi.com.lb	Pharmaceutical products	1,6,10,11,17
Codan Argus	Vladimir Bässler	Switzerland	vb@codanargus.com	Infusion pumps, syringe pumps	2,5,8,12,13,20
Dr. Walser Dental GmbH	Claudia Ranzinger	Germany	export-walser@t-online.de	Dental instruments	1,2,5,6,7,8,9,12,13,14,17,19,20
Pulpadent Swiss	Peter Brunner	Switzerland	pulpadent@bluemail.ch	Dental instruments	All
Tria Spine Medical Ltd. Co.	Ibrahim Ozgur BEKTAS	Turkey	info@triaspine.com	Spinal Fusion Implants and Instruments	4,5,7,9,14,16,19

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Dubai World Trade Center (Vision X Dubai 2010)	www.vision-x.ae	15	14
fairtrade GmbH & Co. KG (Salon de la Santé 2010)	www.salonsante.info	11	09
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تمت الطباعة عند شمس للطباعة والنشر

High Cost of Healthcare Leading to Competitive Disadvantages in UAE

Hisham Farouk, International Practice Partner, Grant Thornton UAE

The rapidly developing healthcare sector in the United Arab Emirates faces challenges to its long-term sustainability due to the relatively high cost of medical provision in the country.

Competitor countries, particularly in Southeast Asia, have already established a strong reputation for quality, low-cost healthcare provision, and therefore have significant first-mover advantages compared to the UAE.

There's a need for cost rationalization in the country's healthcare sector. The average cost of heart bypass surgery in the UAE stood at US$44,000, compared with an average of US$18,500 in Singapore, US$11,000 in Thailand, US$10,000 in India and US$9,000 in Malaysia.

While the cost of healthcare provision in the UAE compares very favorably with most Western markets, the long-term development of the country's medical tourism sector remains extremely price-dependent. That is especially true during a period of global economic instability and relatively low levels of consumer confidence, worldwide and here in the Middle East.

Singapore, for example, has stated that it aims to attract 1 million medical tourists a year by 2012, and that the UAE also has the opportunity and means to become an important regional medical tourism destination.

The further development of the medical tourism sector in the UAE, although dependent upon more competitive costs, can provide the country with significant direct and indirect benefits.

There is no question that the existing infrastructure in the UAE, and especially in clusters such as Dubai Healthcare City, is already well developed. There is every reason to believe that the ongoing development of this potentially high-growth area will further enhance the reputation of the UAE as a centre of medical excellence and a leading destination for medical care.

Grant Thornton has recently published a report "Transforming the Middle East's healthcare model" which looks into future prospects for the healthcare sector in the Middle East, reviewing the key issues, providing insight into each of the main Middle East markets and identifying potential opportunities for private healthcare participants and investors.

إرتفاع تكلفة الرعاية الصحية ينعكس سلباً على القدرة التنافسية لدولة الإمارات

يواجه قطاع الرعاية الصحية السريع التطور في دولة الإمارات العربية المتحدة تحديات عديدة من حيث الإستدامة على المدى الطويل بسبب التكلفة المرتفعة نسبياً للرعاية الصحية في الدولة.

وقد إستطاعت البلدان المنافسة، لاسيما في جنوب شرق آسيا، إرساء سمعة طيبة في مجال الجودة والتكلفة المنخفضة لتقديم الرعاية الصحية، وبالتالي أضحت هذه البلدان تمتلك مزايا هامة مقارنة بدولة الإمارات.

يجب ترشيد التكاليف في قطاع الرعاية الصحية في الدولة. إن متوسط تكلفة إجراء عملية جراحية لتغيير شرايين القلب في الإمارات بلغ ٤٤ ألف دولار أمريكي، مقارنة بمتوسط قدره ١٨٥٠٠ دولار أمريكي في سنغافورة، و١١ ألف دولار في تايلاند، و١٠ آلاف دولار أمريكي في الهند، و٩ آلاف دولار أمريكي في ماليزيا.

في حين أن تكلفة توفير الرعاية الصحية في دولة الإمارات تبدو جيدة مقارنة بمعظم الأسواق الغربية؛ فإن التطور الطويل الأجل لقطاع السياحة الطبية في الدولة لا يزال يعتمد إلى حد كبير على السعر. وينطبق هذا بشكل خاص خلال فترة من عدم الإستقرار الإقتصادي العالمي والإنخفاض النسبي في مستويات ثقة المستهلكين في جميع أنحاء العالم وهنا في الشرق الأوسط.

سنغافورة، على سبيل المثال، أعلنت أنها تهدف إلى جذب مليون شخص بغرض السياحة الطبية سنوياً بحلول عام ٢٠١٢، والإمارات أيضاً لديها الفرصة والوسائل لتصبح مقصداً إقليمياً هاماً للسياحة الطبية.

إن تطوير وتحفيز قطاع السياحة الطبية في دولة الإمارات، بالرغم من أن ذلك يعتمد على تحديد تكاليف أكثر قدرة على المنافسة، يمكن أن يوفر للدولة العديد من الفوائد والمزايا المباشرة وغير المباشرة.

لاشك أن البنية التحتية الحالية في دولة الإمارات، وخاصة في تجمعات مثل مدينة دبي الطبية، تعتبر بالفعل متطورة. ومن المؤكد أن التنمية المستمرة لهذا القطاع سيساهم في تعزيز سمعة دولة الإمارات كمركز للتميز الطبي وكوجهة رائدة في مجال الرعاية الصحية.

يتناول تقرير "تطوير نموذج الرعاية الصحية في الشرق الأوسط" الذي نشرته جرانت ثورنتون مؤخراً الآفاق المستقبلية لقطاع الرعاية الصحية في الشرق الأوسط، حيث يستعرض المسائل الهامة، ويلقي الضوء على كل واحدة من الأسواق الرئيسية في الشرق الأوسط، ويحدد الفرص المتاحة أمام المستثمرين والعاملين في مجال الرعاية الصحية الخاصة.

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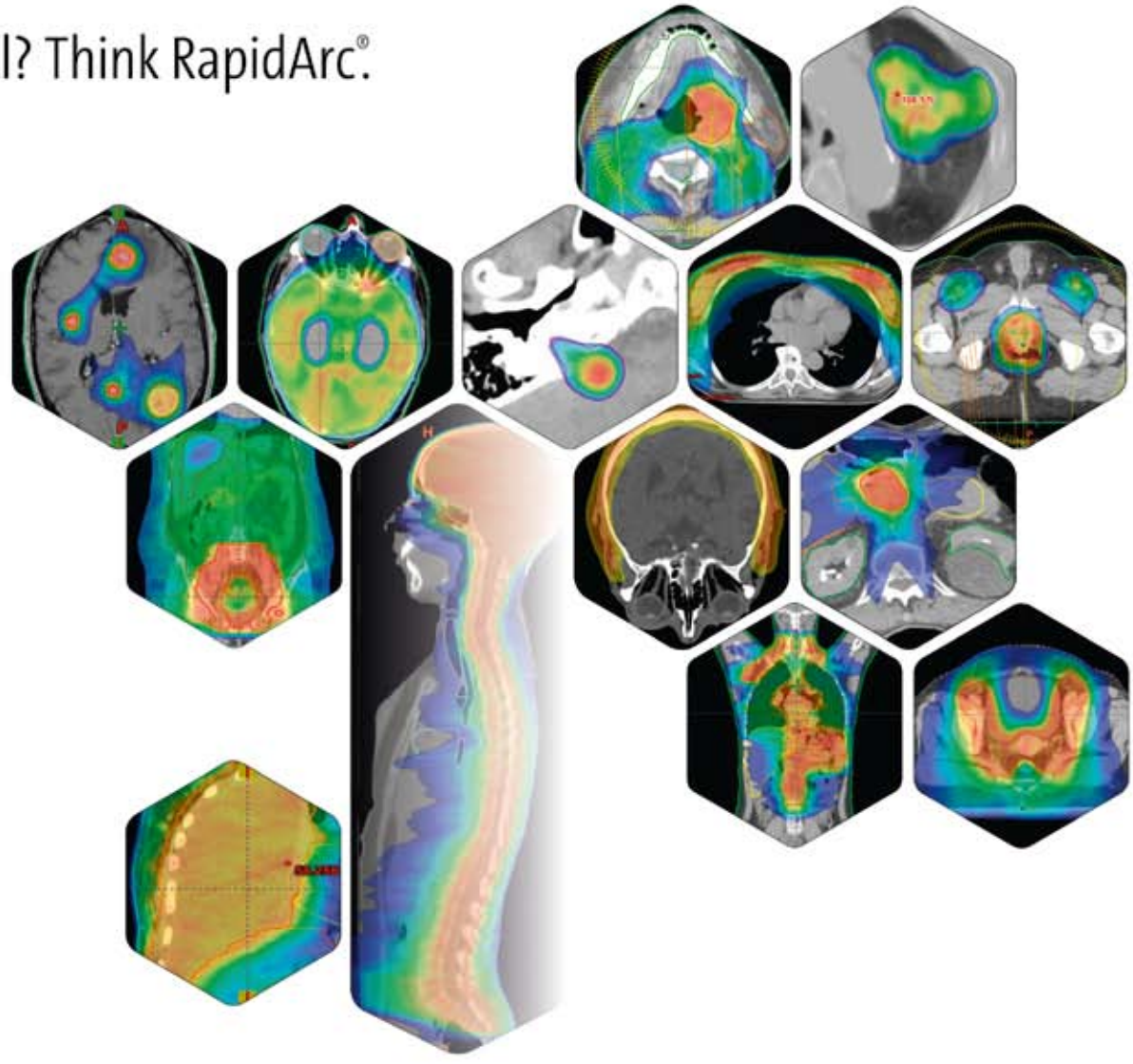

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