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EXERCISE

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Reduces Infections by Half

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Industry Contacts: This section carries the contact details of agents and distributors as well as companies active in the healthcare sector in the Middle East and North Africa.

Agents & Distributors: Service that provides companies seeking representation in the MENA Health market with the opportunity to be out there. Complete contact details are listed as well as region(s) of interest.

Buyers' Guide: This section features a 9 x 6 cm space where every company can include its logo, contact details and over 50 words introducing its products & services

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Career Center (Coming Soon)

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Coming Events

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E-mail: comeingevents@cphservices.net



Project Monitor (Coming Soon)

This section highlights the latest news about major projects in the MENA. It is divided into four subsections:

- **Tenders Announcements**, requesting interested companies to make proposals, noting the deadline to do so;
- **Biddings** presented by the different interested parties;
- **Awarded Contracts** with info about the company; and
- **Project Updates** about the projects status along with work progress.

E-mail: projectmonitor@cphservices.net



Promo Shots (Coming Soon)

Promo Shots is a new service serving to promote companies' products and/or services via direct e-mail. A mail merge is sent to a vast number of regional and international decision-makers found in the MHW database.

E-mail: promoshots@cphservices.net

Fine Tubing in Medicine: Catheters

Hospitals today are increasingly looking for anti-infective urinary catheters, particularly because so many patients are coming down with urinary tract infections (UTIs). It is estimated that as many as 10% of all patients contract a hospital-related infection, UTI being the most common. At least 30% of all hospital-related infections are considered preventable.

While anti-infective catheters are still in the development phase, with many approaches being adopted and tested such as the use of antimicrobial coatings and materials, researchers are looking at other ways to prevent UTIs. The problem with urinary catheters is that they are often left in place longer than needed, which most of the times leads to catheter-associated urinary tract infections. Now, new research from the University of Michigan shows that reminder systems that prompt hospital staff to remove catheters can reduce the rate of infections by 52 percent. The researchers are excited about the potential for reminder systems to have a cascade of benefits to patients beyond the prevention of UTI, because reducing catheter use can improve patient comfort, reduce bloodstream infections, reduce need for antibiotics, improve patient mobility and decrease the length of hospital stay.

Catheters are widely used in medicine today. Catheter ablation for instance is emerging as a viable treatment for atrial fibrillation (AF). The focus on catheter ablation for AF began in 2006 when the American College of Cardiology, the American Heart Association, and the European Society of Cardiology updated their guidelines for the treatment of AF to include catheter ablation as a secondary treatment option. The guidelines have since recommended catheter ablation for patients who have not responded to at least one treatment cycle of antiarrhythmic drug therapy.

Recently, a study from Loyola University Chicago found that when drug therapy can't control AF, using catheter ablation to burn out the cardiac tissue responsible for the abnormality will do the job in most cases. The burning technique ended episodes of abnormal heartbeat and improved the quality of life over a nine-month period for two-thirds of the patients in the study who had the procedure, compared with 16 percent of those who were started on a new drug regimen.

You can read about these topics and more in this issue of MHW magazine.
Enjoy!

Dr. Rajaa Chatila

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American Board in Hepatology

Fellowship Degree from Yale University



أنابيب دقيقة في الطب: القثاطر

تبحث المستشفيات بشكل متواصل اليوم عن قثطرة بولية مضادة للعدوى، خاصة أن العديد من المرضى يصابون بالتهابات في المسالك البولية. يُقدَّر أن حوالي ١٠ ٪ من المرضى يصابون بعدوى مصدرها المستشفى، والالتهابات البولية هي أكثرها شيوعاً. ما لا يقل عن ٣٠ ٪ من جميع حالات العدوى التي تنشأ في المستشفيات يمكن الوقاية منها.

في حين لا تزال القثطرة المضادة للعدوى في مراحل التطوير، مع إختبار العديد من الطرق مثل استخدام الطلاءات والمواد المضادة للميكروبات، يبحث العلماء بشكل مستمر عن طرق أخرى لمنع عداوى المسالك البولية. المشكلة مع القثطرة البولية تتمثل بإبقائها في كثير من الأحيان لفترة أطول من اللازم متصلة بالمريض، الأمر الذي غالباً ما يؤدي إلى إلتهاطات في المسالك. تظهر دراسة جديدة من جامعة ميشيغان أنه بإمكان أنظمة خاصة تقوم بتذكير العاملين في المستشفى بحلول وقت إزالة القثطرة، أن تقلل من معدل الإصابات بنسبة ٥٢ في المئة.

والباحثون متحمسون أيضاً حول قدرة أنظمة التذكير هذه على تقديم سلسلة من المنافع للمريض أبعد من مجرد منع الإلتهاطات إذ يمكن للحد من استخدام القثطرة أن يحسن راحة المريض والتقليل من إلتهاطات مجرى الدم والحد من الحاجة إلى المضادات الحيوية وتسهيل حركة المريض وتقصير مدة الإقامة في المستشفى.

تستخدم القثطرة على نطاق واسع في الطب اليوم. يتم على سبيل المثال اللجوء إلى القثطرة الإستئصالية لعلاج الرجفان الأذيني في القلب. بدأ التركيز على هذه التقنية في عام ٢٠٠٦ عندما قامت كل من الكلية الأميركية لأمراض القلب وجمعية القلب الأميركية والجمعية الأوروبية لأمراض القلب بتحديث مبادئها التوجيهية لعلاج الرجفان الأذيني لتشمل القثطرة الإستئصالية كخيار ثانوي للمعالجة. ومنذ ذلك الحين توصي هذه المبادئ باستخدام القثطرة الإستئصالية للمرضى الذين لا يستجيبون لدورة واحدة على الأقل من العلاج بالأدوية المضادة للرجفان. وجدت مؤخراً دراسة من جامعة لويولا في شيكاغو أنه عندما لا يستطيع العلاج الدوائي التحكم بالرجفان الأذيني، يمكن لحرق النسيج القلبي المسؤول عن العلة القيام بهذه المهمة في معظم الحالات. أنهت تقنية الحرق هذه حلقات النبض غير الطبيعي وحسنت نوعية الحياة على مدى فترة تسعة أشهر لثلثي المرضى في الدراسة الذين خضعوا للعملية مقارنة مع ١٦ في المئة من أولئك الذين أخضعوا لعلاج دوائي جديد.

يمكنكم القراءة حول هذه المواضيع ومواضيع أخرى في هذا العدد من المجلة.

قراءة ممتعة!

د. رجاء شاتيل

رئيس التحرير

حائزة على البورد الأميركي في التنظير والأمعاء

حائزة على البورد الأميركي في أمراض الكبد

حائزة على البورد الأميركي في الأمراض الداخلية

خريجة جامعة بايل الأميركية

BAHRAIN



Bahrain Pledges World-Class Health Services

Bahrain's leaders have pledged world-class health services for the nation. Prime Minister Prince Khalifa bin Salman Al Khalifa and Prince Salman bin Hamad Al Khalifa, Crown Prince and Deputy Supreme Commander, decided to form a committee headed by Minister of State for Defence Affairs Dr Shaikh Mohammed bin Abdulla Al Khalifa to supervise and administer the new hi-tech King Hamad General Hospital. The Premier will set out its function and responsibilities. The move is in harmony with the government's commitment to provide high-quality healthcare, in line with international standards, they said. King Hamad Hospital will serve as a model operated by international experts and provide services to all citizens. The two leaders reviewed Bahrain's education process, including vocational and higher education, based on reports by a committee headed by Deputy Premier Shaikh Mohammed bin Mubarak Al Khalifa and work by public establishments like the Education and Training Quality Assurance Authority, headed by Premier's Court Minister Shaikh Khalid bin Abdulla Al Khalifa, and the Higher Education Council.

EGYPT



Egypt Has Highest Rates of Hepatitis C

Egypt has the highest rates of new hepatitis C virus (HCV) infection in the world, according to a new study. The study, published in the Proceedings of the National Academy of Sciences, also estimates more than 500,000 new HCV infections occur in Egypt every year, likely signaling an epidemic in a country of more

than 77 million people. This high rate of HCV transmission may be due to the lack of sufficient standard safety precautions in medical and dental facilities, the study said.

"Nearly 7 out of every 1,000 Egyptians acquire HCV infections every year, suggesting intense ongoing transmission," said Dr F DeWolfe Miller, lead author of this study and professor of epidemiology at the department of tropical medicine and medical microbiology and pharmacology at the University of Hawaii. "This is the highest level of HCV transmission ever recorded at a national level for a blood borne infectious disease transmitted parenterally, that is, by use of non-sterile medical instruments," he

added. The study necessitates not only further analysis of HCV transmission in Egypt but also justifies the immediate increase of resources to strengthen public health measures aimed at reducing the transmission of HCV in clinical and non-clinical settings, according to the authors.

OMAN



Oman Pharmaceutical Market to Grow 37% by 2014

The pharmaceutical market in Oman is set to grow by 37 percent by 2014, fuelled by increasing use of generic and over-the-counter (OTC) drugs, a report by Business Monitor International has said.

In its latest pharmaceutical review, the research firm said sales in the sultanate's drug market are forecast to reach OR66m (\$170m) by 2014, up from OR48m (\$124m) in 2009.

Patented medications accounted for 83 percent of sales in 2009, with generic drugs taking a six percent slice of the market. The bulk of overall sales – 88 percent – derived from prescription medications, with OTC drugs lagging with just 10.8 percent of sales, analysts said.

"Overall, by 2014, the drug market value is forecast to reach OMR66mn (US\$170mn)... with generic medi-

cines and OTCs gaining limited market shares at the expense of patented drugs," the report said.

Oman's small size and strict price controls have hindered the growth of its pharmaceutical market, leaving it "virtually negligible in global terms" and dependent on imported drugs. However, analysts said: "The country does offer some draws, including its preference for branded products, a low-cost manufacturing base and an improved IP environment."

QATAR



License Mandatory for Qatar Dieticians by Year End

All private dieticians in Qatar must obtain a licence to operate from the Supreme Council of Health (SCH) by the end of this year, local media have reported. A rapid rise in the number of dietary centers across the country has prompted health officials to set out new regulations regarding their op-

and a female waiting rooms, and have good lighting and air-conditioning.

SAUDI ARABIA



Obesity Rate among Saudi Adults Hits 70%

The growing number of fast food restaurants across Saudi Arabia has been blamed for the country's rising obesity rate, the Saudi Gazette has reported.

a change in nutrition habits and too little physical activity.

Dr. Basim Fota, head of the Society's Health Education Unit, told the paper a four-fold increase in the amount of fat in people's current diets was also to blame for growing waistlines.

Obesity is not a problem unique to Saudi Arabia with rates escalating across the world. More than 1 billion adults are classified as overweight and at least 300 million clinically obese, according to figures from the World Health Organisation.

UAE



Medical tourism in UAE Could Do Better

Ninety-four percent of UAE's medical tourism industry insiders believe their sector of the industry has yet to reach its full potential, said a report.

The report, published by prominent UAE-based health travel consultant Dr. Prem Jagyasi, showed that confusion, a lack of information and fear about complications following surgery were the main reasons for patient reluctance to cross international borders for health services.

"The medical tourism industry is going through an exciting phase where international and intra-regional activities are taking places within this sector of the health market," said Dr. Jagyasi.

The findings are particularly significant for the region, as the UAE appears at number 11 for countries identified with medical tourism, he added.

"The responses received clearly revealed that there is an overwhelming perception among industry leaders that there is so much more that can be achieved," he said.

The purpose of the health tourism survey, according to Dr. Jagyasi, was to gain valuable insights into aspects of medical tourism from professionals who are closely involved with the industry.

erations to ensure they meet health and safety standards, the Peninsula reports. A senior official of the Medical Licensing Department at the SCH said the need to monitor these private clinics was "urgent".

Under the rules, dieticians are not allowed to practice unless they hold the relevant qualifications, such as a Bachelor of Science degree or a master's or postgraduate diploma in dietetics.

Dietary centers will not be able to operate unless the SCH approves the location of the clinic. The center must also be separate from any shop or place of residence, have a male

Figures released by the Saudi Diabetes and Endocrinology Society said 70 percent of the kingdom's local population is classified as obese. A recent study found that among middle-aged people, 34 percent of men and 45 percent of women were obese.

Factors contributing to the rise were reported to be an increase in wages, the spread of fast-food restaurants,

Reminding Healthcare Staff to Remove Catheters Reduces Infections by Half

Urinary catheters are often left in place longer than needed which Most of the times leads to catheter-associated urinary tract infections (CAUTI), the most common hospital acquired infection. Now, new research [1] shows that reminder systems that encourage hospital staff to remove catheters promptly can reduce the rate of catheter-associated urinary tract infections by 52 percent.

Lead author *Jennifer Meddings, M.D.*, and her University of Michigan colleagues have studied the effectiveness of reminder systems to decrease catheter use and reduce CAUTIs. They found that reminder systems that prompt hospital staff to assess and remove catheters on a routine basis reduced the rate of catheter-associated urinary tract infections by 52%.

"We are also excited about the potential for reminder systems to have a cascade of benefits to patients beyond prevention of CAUTI, because reducing catheter use can improve patient comfort, reduce blood-stream infections, reduce need for antibiotics, improve patient mobility and decrease length-of-stay," says Meddings, a clinical lecturer in U-M's Department of Internal Medicine.

Urinary catheters are commonly placed to drain bladders in hospitalized patients. Unfortunately, catheters are often left in place longer than needed because doctors forget the catheter is still being used or do not routinely assess if it is still needed. Having a catheter increases the patient's risk for catheter-associated urinary tract infections, bloodstream infections, and other risks associated with decreased patient mobility when catheters are in place, such



as life-threatening blood clots. But prior research by VA/U-M's Patient Safety Enhancement Program indicated that only 1 in 10 hospitals use reminders to prompt removal of urinary catheters.

In most hospitals, four steps are needed to remove a urinary catheter: 1. the physician recognizes it is there; 2. the physician recognizes it is unnecessary; 3. the physician writes an order for removal; and 4. A nurse removes the catheter according to the order. Catheter reminder systems function by bypassing several of these steps.

The reminders can take many forms, such as stickers placed on charts or on catheter bags that remind nurses or physicians to remove the catheter. Some hospitals, like U-M, have used computer-generated reminders that appear when someone logs into a patient's chart online. Stop orders also can be directed at physicians, in which a catheter is discontinued unless a physician directly renews it.

Meddings and her colleagues note that hospitals should consider "nurse-empowered" catheter stop orders, which empower nurses to remove urinary catheters based upon criteria, without requiring the nurse to request an order from physicians. The researchers also found no evidence that reminder systems would lead to catheters being removed too early, as catheters did not need to be replaced at higher rates.

"Because catheter reminders and

stop orders are beneficial regardless of the technology used — from verbal bedside reminders to computer-generated stop orders — these interventions appear to be low-cost strategies that could be implemented in any health care system," according to Meddings and her co-authors: *Mary A.M. Rogers, Ph.D.*, research assistant professor in U-M's Department of Internal Medicine; *Michelle Macy, M.D., MSc* of U-M's Departments of Emergency Medicine and Pediatrics; and *Sanjay Saint, M.D., MPH*, Associate Chief of Medicine at Ann Arbor VA Medical Center and Professor of Medicine, Department of Internal Medicine, Division of General Medicine.

In related work, Meddings, Saint and *Larry McMahon, M.D.*, chief of U-M's Division of General Medicine, also recently studied the implementation of new Medicare policies to encourage hospitals to prevent CAUTI by no longer paying hospitals to treat hospital-acquired conditions such as CAUTI. In the study [2], the U-M researchers studied the potential of the new policy to encourage CAUTI prevention by financially penalizing hospitals when patients develop these complications.

This work revealed that the Medicare policy's requirements for documentation of hospital-acquired CAUTI is a complicated 3-step process for a hospital to correctly document a hospital-acquired CAUTI in order to

not get paid extra. If any of the details are incorrectly documented, the hospital will mistakenly be paid extra. The researchers found that although hospital-acquired CAUTI was a common condition, most cases were not correctly identified in payment requests to insurers because a specific code to identify a UTI as "catheter-associated" was very rarely used. Rare use of this catheter code was found similarly at the hospital, state and national level.

"The bottom line is we are hopeful that policies such as non-payment for hospital-acquired complications such as CAUTI may motivate hospitals to invest in preventive strategies such as catheter reminder systems," says Meddings. "Yet, the anticipated financial impact of non-payment for hospital-acquired CAUTI may not be large due to complex implementation details that may require more evaluation and changes in documentation of patient care before these types of policies have the expected financial impact." ■

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غالباً ما تُترك القُطَّار البولية معلَّقة بالمرضى لفترة أطول من اللازم مما يؤدي في معظم الأحيان إلى إلتهايات في المسالك البولية، وهي أكثر العدوى المكتسبة في المستشفيات شيوعاً. تشير دراسة جديدة قام بها باحثون من جامعة ميشيغان إلى فعالية أنظمة خاصة تقوم بتذكير العاملين في المستشفى بشكل منتظم على إزالة القُطَّارة الأمر الذي يقلل من نسبة إلتهايات المسالك البولية بنسبة ٥٢ بالمئة. وتقول الدكتورة جينيفر ميدينغز أنها وزملاءها متحمسون أيضاً حول قدرة أنظمة التذكير هذه على تقديم سلسلة من المنافع للمريض أبعد من مجرد منع الإلتهايات إذ يمكن للحد من استخدام القُطَّارة أن يحسن راحة المريض والتقليل من إلتهايات مجرى الدم والحد من الحاجة إلى المضادات الحيوية وتسهيل حركة المريض وخفض مدة الإقامة في المستشفى.

UAE Doctors Recommend All Diabetic Patients Undergo Annual Test for Kidney Disease



Dr. Wael Mahmeed



Dr. Ali Abdulkareem Alobaidli

All diabetic patients should have their urine checked each year for microalbuminuria, a protein which indicates kidney disease, urged medical experts who attended a conference on renal and cardiovascular care in Abu Dhabi in June.

The recommendation comes on the back of growing rates of type 2 diabetes in the UAE where the disease, which is linked to obesity, affects up to 25 percent of the Emirati population according to latest World Health Organisation data. Renal disease is one of the complications of long-term and poorly controlled diabetes, but it can be averted if the condition is picked up and treated at an early stage.

To detect the condition as early as possible testing for microalbuminuria should be included in a full annual health check-up for all diabetic patients, said doctors at the **Novartis** sponsored 2nd UAE Cardio Renal Continuum held at Al Noor Hospital Airport Road (ANHAR). "Microalbuminuria is detected using a urine sample test and is one of the early signs of the presence of kidney disease. The test can be used to come up with the right interventions, such as health promotion to increase public and professional awareness of kidney disease and its risk factors, and to promote healthy life styles, including regular exercise, healthy

eating, and timely utilisation of healthcare access," said Dr. Ali Abdulkareem Alobaidli, Consultant Nephrologist and Transplant Physician at Sheikh Khalifa Medical City, and Chief Clinical Officer for Abu Dhabi Health Services Company (SEHA).

"For people with diabetes it is very important to undergo screening for kidney disease every year, which involves a simple urine test to detect levels of microalbuminuria. If the test is positive it indicates that the patient is at high risk of developing a serious kidney disease known as diabetic nephropathy, which if left untreated leads to renal failure and the need for dialysis. It also highlights that the patient is at increased risk of developing heart disease," explained Dr. Wael Al Mahmeed, President of the Emirates Cardiac Society who chaired one of the meeting's sessions.

Diabetic nephropathy is just one of a list of complications caused by the damage diabetes does to the small blood vessels of the body, which in turn leads to high blood pressure and limits the supply of blood and oxygen to the organs. Other complications include diabetic retinopathy which causes blindness, peripheral neuropathy which causes skin damage in the limbs, especially on the feet, hypertension and heart disease. ■

CellSonic Lithosplit: The Right Tool for the Job

In prestigious hospitals, the fashionable method for removing a kidney stone has become ESWT (extracorporeal shockwave therapy) but it often fails and is always expensive.

According to **CellSonic**, the cheapest and best alternative is ISWT (intracorporeal shockwave therapy). Even in hospitals where very expensive lithotripters are available, the simpler radial lithotripter, sometimes called ballistic lithotripter, is used to solve the problem when the ESWT leaves a sharp fragment which sticks in the urethra causing steinstrasse, a painful blockage.

The world leader in ISWT is the CellSonic Lithosplit made by Apex. Lithosplit is supplied in a suitcase so that a surgeon can take his own machine to the hospital. In developing countries this is the usual procedure. The Bangladesh army now use Lithosplit. In India Lithosplit has been the favourite for the last 13 years with 65% of the market.

Lithosplit runs on whatever is available at the hospital, a bottle of oxygen or compressed air. On average only 30 pulses are required to reduce a stone to sand small enough to remove by suction pump. The probe is inserted through the tube of the endoscope percutaneously and



the surgeon can observe progress. CellSonic provides a video.

Serving urologists, CellSonic Apex make a range of urinary flow meters from simple to very sophisticated. The most popular model is DigiFLOW-S with its own printer recording the data. Dyna-10 also measures bladder pressure and is the most expensive machine in the CellSonic range of 17 products. Disposable cutting loops are made for prostate surgery.

CellSonic makes a hand held ESWT lithotripter for wound healing notably diabetic foot, sports injuries and angina. Operating theatre machines, physiotherapy and carboxytherapy for safe fat removal are also in the range. Everything is fully ISO approved and CE marked. ■

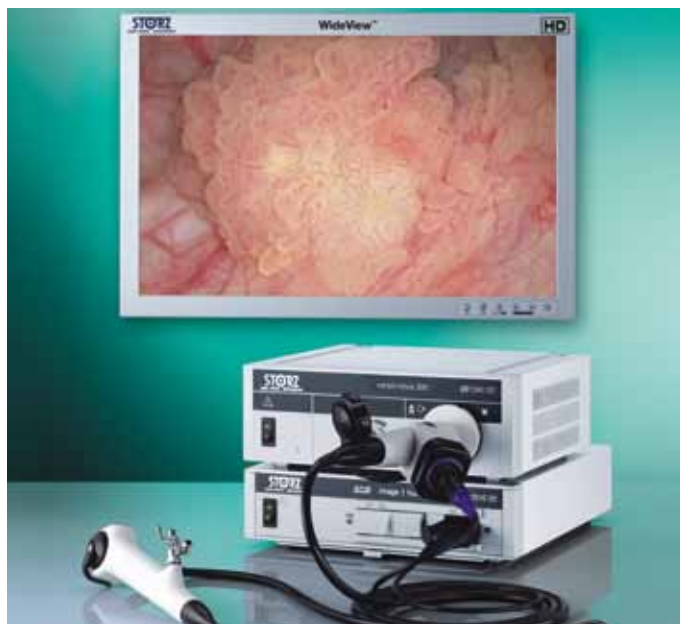
The Video Cystoscope: Lightweight Design with Superior Image Quality

KARL STORZ - the global leader in endoscopic technology and instrumentation for urology applications - presents the Flexible Video Cystoscope which offers the versatility of a flexible endoscope and the advantages of advanced distal chip technology. The Video Cystoscope provides a superior image quality, an attribute which was only available with rigid endoscopes.

The Flexible Video Cystoscope is Image1® compatible (through an adapter) which makes it simple to integrate into the hospital OR. Consequently, and since Image1® is a platform, workflow is optimized because there is no need to purchase, maintain and store separate carts for each specialty.

Conventional flexible cystoscopes use optical fibers to carry images from the scope tip to the eyepiece; generating images that typically have a pixilated screen door effect. The innovative distal chip design addresses this issue; the CCD at the tip of the scope provides automatic focus and light intensity regulation. It also provides a full-screen display, giving urologists a better overview of patient anatomy.

The Flexible Video Cystoscope provides several benefits and enhanced functionality to office-based and hospital urologists. Image1® compatibility allows the Flexible Video Cystoscope to be used with the hospital's existing video system; while the Telecam SL II or Tele-Pack is ideal



for office-based procedures.

The lightweight design includes an ergonomic grip for ease of handling and increased comfort. Three programmable buttons provide simple fingertip control of all camera functions using only one hand. Single-lever deflection offers intuitive distal tip control, and continuous controlled dual deflection makes hard-to-reach areas easier to access.

The Flexible Video Cystoscope offers the security of an atraumatic tip, a smooth surface for gentle introduction and a 6.5 Fr. working channel to support use of a variety of instruments. ■



DENTISTRY

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New Products Help Fight Dry Mouth, Protect Teeth against Decay

Xerostomia, or dry mouth, is characterized by a reduced or absent saliva flow in the mouth cavity resulting from the inadequate function of the salivary glands. It can lead to speech and eating difficulties, bad breath, an increase in the number of dental cavities, and infections in the mouth such as thrush. Xerostomia is more commonly found among the elderly. Experts say the main reason is that old people take more medications compared to the rest of the population, and some of these medications cause dry mouth. The condition may also result from the irradiation of the head and neck during the treatment of cancer. Xerostomia may also be a symptom of a serious systemic disease, such as systemic lupus erythematosus, rheumatoid arthritis, scleroderma, sarcoidosis, amyloidosis, Sjogren's syndrome and hypothyroidism. In this article we take a look at the latest innovations in fighting Xerostomia.

Muco-Adhesive Patch

A newly developed time-released muco-adhesive patch for treating oral health conditions, including xerostomia, has been shown to be more effective than a leading oral rinse, according to a newly-published study [1]. As people today are consuming more and more medications – a leading cause of dry mouth – the results of this study could potentially help provide them with relief. Chronic dry mouth impacts the quality of life and can be debilitating for some.

The study found that chronic dry mouth sufferers can now get a statistically significant reduction of mouth dryness from a new time-released muco-adhesive patch (OraMoist Dry Mouth Patch), compared with the leading oral rinse which has been on the market for nearly two decades.

Overall, patients with xerostomia treated with the muco-adhesive patch reported a statistically significant reduction in mouth dryness sensation with elevated salivary flow rate (150%) after just 30 minutes, which was considered clinically outstanding by the study authors, since the product does not contain any cholinergic agonist, a drug often used to treat dry mouth.

OraMoist, a new time-released, non-drug formula, not only outperformed the mouthwash, one of the most often used delivery formats for treating dry mouth, but unlike dry mouth sprays, rinses or gels, which need to be applied frequently sometimes every 20 minutes OraMoist works to increase moisture and help restore a healthy oral environment for hours at a time, day or night, and can even be used by those with dental appliances, such as dentures. It moistens and lubricates the mouth with time-released lipids, citrus oil and sea salt, while simultaneously stimulating saliva production and inhibiting bacterial growth and



promoting oral health with enzymes and xylitol.

"Oral disorders such as dry mouth and canker sores require long residence of the active remedy in the mouth or the disease site for effective treatment. Muco-adhesive patches made of safe ingredients that adhere to the oral mucosal tissue and slowly erode while releasing active remedies for two to six hours provide the desired residence time for effective therapy," said Professor Abraham J. Domb, PhD, Institute of Drug Research, School of Pharmacy, Faculty of Medicine at the Hebrew University, co-author of the new published study, inventor of the muco-adhesive time-released patch and world-renowned for his work in biodegradable polymers. "This novel approach of time-released delivery has proven to be a successful and desirable approach to treating chronic conditions that affect millions of people, and can be disruptive to their lifestyle."

The evolution of the muco-adhesive patch has found commercial viability in treating canker sores as well because the patch can also act as a bandage for the sores for eight to twelve hours while releasing active remedial ingredients.

Dry mouth affects upwards of 17% of the population, increasing in older adults (65 years and older) to about 30%. In fact, 34% of people taking three or more medications suffer from dry mouth, which is also a chronic symptom of numerous medical conditions, such as diabetes and Sjogren's Syndrome.

Hyaluronic Acid Based Hydrogel

A research [2] from the University of Delaware, Newark looked into the possibility of creating an ECM modified hyaluronic acid (HA) based hydrogel culture system that allows for the growth and differentiation of salivary acinar

cells into functional acini-like structures capable of secreting large amounts of protein and fluid unidirectionally. Xerostomia affects more than 40,000 cancer patients each year in the United States. According to this research, these patients will greatly benefit from the development of a functional implantable artificial salivary gland.

In this study, an IRB approved protocol was established and salivary gland tissue was obtained from patients undergoing head and neck surgery. Tissue specimen was dissociated to obtain acinar enriched cultures. Biomarker studies with the salivary enzyme, α -amylase and tight junction proteins such as zonula occludens-1 and E-cadherin, confirmed the phenotype of these cells. Acinar cells were seeded on HA-based hydrogels to obtain lobular structures with central apoptosing cells and lumen. An HA-based hydrogel system was developed to aid the differentiation of acinar cells into lobular acini-like structures. Functionality of these structures was demonstrated by the use of neurotransmitters that enhance their fluid and protein secretion pathways. Future experiments will involve implantation of these hydrogels in animal models to test their functionality in vivo. ■

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يتميز جفاف الفم بانخفاض تدفق اللعاب في تجويف الفم، أو حتى غيابه كلياً، وهو أمر ناجم عن خلل في الغدد اللعابية. يمكن لهذا المرض أن يؤدي إلى صعوبات في النطق وتناول الطعام بالإضافة إلى رائحة فم كريهة كما يمكن أن يزيد من نسبة تسوس الأسنان والتهابات الفم مثل مرض القلاع. يكثر جفاف الفم عند كبار السن ويقول الخبراء أن السبب الرئيسي هو أن هؤلاء يتناولون كمية أكبر من الأدوية مقارنة مع بقية الأعمار، وبعض هذه الأدوية تتسبب بجفاف الفم. قد ينتج هذا الخلل أيضاً عن العلاج الإشعاعي لأورام الرأس والعنق كما يمكن أن يكون أحد أعراض أمراض نظامية خطيرة مثل الذئبة الحمراء والتهاب المفاصل وتصلب الجلد إلخ. نلقي في هذه المقالة الضوء على أحدث الابتكارات في مجال مكافحة جفاف الفم.

New Dental Anesthetic from New Stetic



New Stetic is introducing its Artheek local anesthetic, specially recommended for oral surgery. Therapeutic indications include: Complicated or simple dental extractions; Periodontal and apical surgeries; Pulpectomies; Endodontic treatments; Intervention in infected tissue; Bone and mucous level surgeries that require more depth and time. Artheek is the only amide that has an ester group. Having two functional groups makes it less toxic because this gives it the ability to be metabolized by plasma (plasma esterases), also, due to the fact that it belongs to the amides group it also metabolizes in liver and most of its elimination process is renal.

Unlike amides, it does not have a benzene ring, this is replaced by a thiophene ring, which gives it a high level of lipid solubility and allows it to go easier through the neuronal membrane increasing its anesthetic potential.

Its percentage of union to plasmatic proteins is higher (95) compared to other commonly known anesthetics such as Procaine (5), Prilocaine (55), Lidocaine (65), and Mepivacaine (75) increasing its lasting effect.

The Articaine in Artheek has a lasting effect of approximately 120 to 480 minutes. The concentration of the Articaine is 4%, and this concentration gives it the advantage of a higher cartridge dose, increasing its effectiveness. ■

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Advanced Dental Technology from Dentamerica

Dentamerica Inc. was founded in 1986, headquartered in the City of Industry, California, USA. The company is fully committed to continuing innovative research and development in advanced dental technology, and to vigorously improving the worldwide competitiveness of their products. Dentamerica's products are distributed through a worldwide network of sales agents in the USA, Germany, Japan, the UK, and others. Dentamerica Inc. also has a broad range of markets throughout Asia and the Middle East. The company has successfully introduced its products and brands in India, China, Japan, Korea, Indonesia, Thailand and Australia among others, establishing excellent market penetration and the highest reputation everywhere its products are available. Dentamerica has strong domestic dealership networks which involve supporting its lo-

cal dealers in well-coordinated promotions and marketing strategies in every country.-

Dentamerica offers a full line of dental products including: CAMMY™ Intraoral camera, LITEX™ Curing light, SCALEX™ Electromagnetic and piezoelectric ultrasonic scaler, EVERBRIT™ Whitening system, SANDEX™ Prophylaxis sandblaster, BLENDEX™ Automatic alginate mixer, ROTEX™ Micromotor unit, other instruments, materials, consumables and lab accessories including: POLYMAS II™ Earloop Mask, POLYBIT™ Trays for counter impression, bite registration and impression, SONIX™ Air scaler, LISIX™ light cure composite syringes, CELUX™ Operatory light .

All Dentamerica products have been awarded ISO 9002:2000 and ISO 13485:2003 certification and meet MHLW (Japan), GMP and CE standards. Dentamerica places custom-



er satisfaction above all, insisting on the highest standards of quality assurance and promising unparalleled after-sales support. This has led to an excellent word-of-mouth reputation among industry leaders and dentists worldwide.

Beyond the company's achievements to date, the outlook of Dentamerica is even brighter, with the promise of sustained growth in the overall worldwide market. ■

Transition Dentines for Creation CC and CP

Higher translucency gives deep insight: special dentines for more depth effect Less opacity for more depth effect and naturalness: this sums up the new Transition Dentines from **Creation Will Geller**. Thanks to their higher translucency, the complementary dentines, which were specially developed for the proven feldspar-metal ceramic Creation CC and the modern pressed ceramic Creation CP, provide a natural colour gradient between dentine and incisal margin. Especially when using standard layering, the 17 opalescent special dentines enable dental technicians to achieve natural aesthetics simply and quickly without any discontinuity of shade. However, even an experienced ceramics expert will benefit from the 15 percent higher translucency of the new dentines. The Transition Dentines perfectly expand the high-quality ceramic range of Creation CC and Creation CP.

The complementary materials can thus be used either directly as a base dentine when applying the standard layering technique or as an intermediate layer between conventional dentine and incisal ceramics or between pressed dentine cores made of Creapress and incisal/transparent materials. When using the veneering, inlay and onlay technique, they also ensure a harmonious color gradient between natural tooth and restoration. They are equally ideal for the restoration of teeth with a higher level of transparency.

The opalescent Transition Dentines have excellent homogeneity with optimized particle size distribution and thus provide uniformly high flexural strength, stable shade reliability and a perfect chameleon effect with depth. Owing to their high stability during contouring and Creation's simplified, multi-system shade and layer concept, they can be worked



without complications and, above all, economically. The Transition Dentines are compatible with all the ceramics from Creation CC and CP and available in one bleach shade (BDA) and 16 standard Vita shades (as single 20 or 50 gram bottles and as the whole range containing all the shades). ■



Two New Hu-Friedy Sickle Scalers: EverEdge Technology For Outstanding Scaling Performance

Hu-Friedy has added two new sickle scalers to its Nevi series, specially designed for the efficient debridement of supragingival calculus in the posterior region. Both scalers boast double-edged tips. Thanks to the innovative EverEdge steel alloy, the tips are extremely durable and remain sharp for an above-average period.

With the aid of the new Hu-Friedy sickle scalers dentists are better placed to accomplish challenging scaling tasks. Hu-Friedy – a leading supplier of hand-held dental instruments as well as efficient scaling and hygiene solutions – capitalized on its decades of know-how when developing these new products. The super-thin blades of the Nevi 3 are ideal for removing light to medium calculus deposits in restricted proximal areas. The unique curved shape of the two tips (each with a twin cutting edge) facilitates the convenient scaling of the molars and premolars.

The pointed tips of the Nevi 4 also boast two cutting

Hu-Friedy's proprietary EverEdge stainless steel alloy guarantees sustained edge retention and sharpness.



edges. Thanks to the extended shaft, this scaler is well suited to the removal of heavy and hard deposits in the posterior region.

The Nevi 3 and Nevi 4 are both equipped with EverEdge technology. A special combination of heat treatment and cryogenic processing ensures superior edge retention. The scalers maintain their outstanding sharpness for much longer and require less frequent re-sharpening. The high-quality materials deliver perceptible cost benefits for dental practices – and at the same time provide the basis for comfortable and precise scaling. Finally, the ergonomic diamond-knurled handles and optimized weight play an important role in reducing muscle fatigue. ■

Jelrus Provides Dentists and Dental Labs with Quality Products

Jelrus was founded in 1962 and has grown over the years from a small company into a successful corporation.

At its New York headquarters, the company continues its dedication to its customers through constant development and improvement. Jelrus manufactures products that dental laboratories and dentists want, use and trust. Today, the company has a dynamic manufacturer bringing significant product technologies to the dental laboratory industry. In June 2006, Jelrus' headquarters was moved from Hicksville, New York (Long Island) to Melville, New York (Long Island). This modern 200,000 square foot facility is home to the company's executive office, engineering, technical service, marketing, manufacturing, purchasing, customer service and quality assurance departments, along with a state-of-the-art factory where the entire product line is manufactured.

Jelrus products are manufactured in a vertically integrated factory where compliance with the Federal Drug Administration Good Manufacturing Practices is paired with stringent Quality Standards. In-house engineering staff designs products for the dental laboratory industry. The dedication and collaboration of the company's team have granted Jelrus multiple design awards and patents. The company holds the ISO-9001 Registration certification which reinforces its pledge to quality and customer satisfaction.

Jelrus has earned its reputation in the dental laboratory industry through its commitment to quality and ensuring customer satisfaction. The company represents superior quality to dealers, distributors and dental laboratories worldwide.

Jelrus manufactures a line of innovative high quality products. From its combination press / porcelain furnace (VIP Universal X-Press) to its



technologically advanced dedicated porcelain furnace (VIP Universal) to fully automatic multi-stage burnout furnaces (Infinity) and single stage burnout furnaces (P.D.Q. digital). Jelrus strives for excellence every day... in its designs, its quality and its innovative products. The company's mission is to delight its global customers by empowering them to advance their business goals and exceed their expectations of quality and value. ■

Effective Hand Washing in Dentistry

By Karson L. Carpenter D.D.S.

Effective hand hygiene is considered to be the single-most critical component in reducing the risk of transmitting organisms from health-care personnel to patient, or patient to health-care personnel. Hospital-based studies have implicated noncompliance with hand hygiene practices with healthcare associated infections and the spread of multi-resistant organisms.

Transient flora colonizes the superficial layers of the skin and is easy to remove by hand washing, and is often acquired by direct contact with patients or environmental surfaces. These are the organisms most frequently associated with health-care associated infections. Resident flora is attached to deeper layers of skin and is more resistant to removal, but less likely to be associated with these infections.

Which method should you use for hand washing? It depends on the type of procedure, the degree of contamination, and the desired persistence of antimicrobial action on the skin. For routine examinations and non-surgical procedures, hand asepsis may be achieved by plain or antimicrobial soap and water. Another excellent choice that actually seems to be more effective because people find it easy-to-use, is alcohol-based hand scrubs. Remember though, they are not recommended if there is visible contamination of the hands.

For surgical hand antisepsis, an antimicrobial soap or hand scrub, like DEFEND Omni-Care 7, from **Mydent**, should be used with persistent activity. This eliminates both transient and resident flora, and prevents the introduction of organisms to the surgical



site if a glove becomes torn. Alcohol-based hand scrubs are germicidal when applied to the skin, but should include antiseptics such as chlorhexidine, quaternary ammonium compounds, octenidine, or triclosan to achieve persistent activity. All clinical staff members must remember that whatever product they choose must be used at the beginning of the day, between patients, and at the end of the day. ■

Polydentia Helps Dentists Find Efficient Solutions to Their Needs

Polydentia SA was founded in 1976 thanks to the entrepreneurial spirit of Mr. Schaffner. After more than 30 years now, the company devotes its efforts to the research and development of Swiss high quality products for dental cabinets, high precision and effectiveness.

Polydentia is still nowadays managed as a family business. This spirit has given Polydentia the possibility of achieving important goals as well as marketing its products all over the world. Mainly thanks to the experience and competences gained during the years, Polydentia developed products that distinguish it from other companies:

- Vista-Tec, feather-light face protection shields, now available either in the eyeshield version or in the orange version in order to protect eyes from the dangerous blue-light frequencies of curing lights.
- Interdental wedges, specifically

designed to assure stability and compression.

- Stainless steel and polyester matrices as well as matrix systems (among which are Quickmat Deluxe, the innovative system of sectional matrices that allows the realization of perfect interproximal points and Maximat Plus, the new ergonomic tensioning instrument).

Polydentia offers since 1989 the Fiber-Splint product family based on fiber-glass band to realize alternative splints to traditional metal retainers. The majority of Polydentia's products have been evaluated from prestigious reviews like "The Dental Advisor", always with excellent judgments. Recently, F-Splint-Aid has been selected among the finalists for the Innovation Award during the ADF 2009 exhibition held in Paris and received a 4 ½ plus rating from the American prominent review The Dental Advisor and has been named among the



2010 TOP 100 products from the important American magazine Dentistry Today.

All these elements show the passion that Polydentia SA has always dedicated to dentists and to find efficient solutions to their needs. ■

Promedica Introduces Composan LCM Filling Material and Medicem Cement

Composan LCM

Composan LCM is a light-curing micro hybrid composite filling material suitable for both anterior and posterior areas, as well as for inlay and onlay techniques.

The high filler content in combination with a well balanced resin matrix guarantees excellent physical properties such as minimal abrasion, low polymerization shrinkage, high compressive and transverse strength.

The material convinces by optimal handling and polishing facilities. With its perfect adaptation to the natural tooth color and tooth like brilliance of the final filling, Composan LCM meets the highest aesthetic requirements.

Composan LCM is also available in the flowable version Composan LCM Flow. The flowable light-curing highly elastic micro hybrid filling material is

indicated for minimally invasive preparation, approximal and class V cavities, extended fissure sealing etc.

Composan LCM Flow is an ideal lining material under composites. It is easy to apply directly from the syringe and adapts perfectly to the cavity walls. It reinforces the bonding layer and blocks out all kind of irregularities of the cavity floor. Due to its elastic properties Composan LCM Flow is highly stress absorbing.

Medicem

This thin-flowing glass ionomer cement suitable for luting of crowns, bridges, inlays, onlays and orthodontic bands convinces by excellent chemical-physical properties.

Medicem offers high adhesion to the tooth substance, low solubility in the mouth, superior compressive strength



as well as good pulp compatibility. The high fluoride releasing rate assures excellent prevention from caries. Due to optimal composition of glasses and filler particle size distribution Medicem achieves a very low film thickness and guarantees perfect attachment and occlusal accuracy. The prolonged soft-elastic phase during setting allows easy removal of excess.

The highly biocompatible material is available as economical handmix version and as anhydrous version Medicem Aqua.■

Dental and Orthodontic Equipment from Summit Dental Systems

Summit Dental Systems is a US based manufacturer of Dental and Orthodontic Equipment. The company was founded in 1986 and has a presence both domestically and internationally. Domestically, SDS sells through a distributor network consisting of several hundred dealer locations scattered across all 50 states. Internationally, SDS has sold to over 65 different countries.

The company has a number of different US and international certifications including UL, FDA, and CE certifications. In recognition of its international efforts, SDS was awarded the 1995 International Business Achievement Award by the Greater Fort Lauderdale Chamber of Commerce for outstanding international sales in the medium size company category.

Current Product Offerings include: Hydraulic Dental and Orthodontic Chairs; Air/Water Delivery Systems; Dental Lights; Cuspidors and Assistant's Instrumentation; Dental and

Orthodontic Carts and Cabinets; and Doctor's and Assistant's Stools.

Highlighted Product Offerings:

- **Palm Beach Package** consists of: Palm Beach Chair; Post Mount; 1340 MD Light; 1455 4HP Automatic Delivery Unit; 1655 Cuspidor w/ SE, HVE, and 3-way Syringe (Or assistant's arm); Deluxe Doctor's Stool; Deluxe Assistant's Stool.
- **Daytona Package** consists of: Daytona Chair; Post Mount; 1340MD Light; 1407 3HP Automatic Delivery Unit; 1607 Cuspidor w/ SE & HVE (Or assistant's arm); WS-11 Water Bottle System; Standard Doctor's Stool; Standard Assistant's Stool.
- **Newport Package** consists of: Palm Beach Chair; Post Mount; 1340MD Light; 1407 3HP Automatic Delivery Unit; 1615D Assistant's Arm w/ SE, HVE, and 3-way Syringe; WS-11 Water Bottle System; Standard Doctor's Stool; Standard Assistant's Stool.
- **Biscayne Orthodontic Package**

The Newport Package



consists of: Biscayne Chair; Post Mount; 1335 Light; 900SH 2HP Automatic Cart w/ SE, HVE, and 3-way Syringe (Computer cart available); Standard Doctor's Stool.

Summit Dental Systems is ready to serve domestically and internationally with inside and outside sales and customer service support representatives. In addition, SDS supports technicians with guidance and instruction, when needed, from its trained technical support agents. ■

Experts Urge Cancer Patients and Survivors to Exercise

A panel of 13 researchers with expertise in cancer, fitness, obesity, and exercise training is spreading what they believe to be one of the most important messages for cancer patients and survivors: Avoid inactivity. The panel was convened last year by the American College of Sports Medicine (ACSM) to develop guidelines on exercise and physical activity in patients who are undergoing active treatment for cancer or who have completed treatment.

In addition to promoting the benefits of exercise and physical activity in this group, the panel had another goal in formulating the guidelines, said lead author Dr. Kathryn Schmitz of the University of Pennsylvania's Abramson Cancer Center. "Our hope is that there will be more conversations about the need for formalized exercise programs for patients during and right after treatment—programs that will be the cancer equivalent to cardiac rehab," she said.

The benefits of exercise are well documented in a number of cancers, Dr. Schmitz continued, namely in areas such as fatigue and physical functioning, both of which directly influence quality of life. While survival is the ultimate outcome measure, with an estimated 12 million cancer survivors and growing in the United States, the importance of improving quality of life has grown exponentially.

The evidence linking physical activity with improved quality of life in those undergoing active treatment and those who have completed it "is incredibly strong," said Dr. Rachel Ballard-Barbash of the Division of Cancer Control and Population Sciences at the National Cancer Institute (NCI). The most robust evidence is for people who have completed active cancer treatment, noted Dr. Kerry Courneya from the University of Alberta, who has led a number of clinical trials of physical activity in cancer patients. But, he continued, because of differences in study design and other factors, it's difficult to compare findings involving patients under active treatment with findings involving patients who have completed treatment.

Overall, said Dr. Courneya during an education session on exercise and cancer at the recent ASCO annual meeting, "We're finding that patients can do a lot more than we originally

thought they could do, even when they're on chemotherapy or radiation therapy."

And that's critical, stressed Dr. Ballard-Barbash. "Even a modest amount of exercise, like brief walks, is beneficial, and we see gains versus doing nothing at all."

Developing the Guidelines

The guidelines, published in the July 2010 Medicine & Science in Sports & Exercise, follow the 2008 release of HHS' Physical Activity Guidelines for Americans. But the panel suggested adaptations for exercise in people with different cancer types based on factors such as common adverse effects of treatment, for example, increased risk of bone fractures and cardiac side effects. (See the sidebar.)

Specific recommendations—including the objectives and goals of a prescription for exercise training—and contraindications for exercise are, however, available only for patients with breast, prostate, colon, gynecologic, and hematologic cancers, since they are the cancers for which the panel felt there was sufficient evidence for such recommendations.

Two of the primary goals of exercise highlighted in the guidelines are improved body image and body composition. In the case of the former, many cancer patients undergo extensive surgery or receive treatments that can alter their physical appearance and radically alter feelings about things such as sexual attractiveness, said Dr. Schmitz. "There's good evidence in the literature that physical activity can improve body image, and that may be one mechanism through which exercise can improve quality of life," she explained. Body composition changes are common in many cancer patients, but



the reasons can vary by cancer site. Some cancers, such as gastrointestinal and head and neck cancers, are typically associated with body wasting (loss of weight and muscle mass), so much so that it can be difficult for some patients to get up out of a chair. In this group, exercises that help build lean muscle are important.

But in breast cancer, where the bulk of the studies on physical activity have been performed, the systemic treatments patients often receive can lead to significant weight gain. In those patients, exercise "that is more useful for controlling body weight and losing fat, getting back to a healthy BMI," will be more important, Dr. Schmitz said.

The guidelines also make note of the suggestive evidence—but by no means definitive evidence—in breast and colorectal cancer that regular exercise after treatment improves progression-free and overall survival. As the data continue to emerge in this area, a prescription for exercise could be "an adjunct to curative care," said Dr. Schmitz.

But Dr. Courneya acknowledged that the jury is still out on survival, calling the data "exciting" but "still experimental."

Putting Exercise into Action

There are numerous issues to address before physical activity becomes proactively integrated into treatment or survivorship plans, including insurance coverage of exercise training; edu-



cating oncologists, other clinicians, and patients about the benefits of exercise; and expanding the ranks of fitness professionals who understand the issues and needs faced by cancer patients and survivors.

From her perspective, said Marilyn McAllister, a trainer from Boise, ID, who often works with breast cancer survivors in her own studio and at a local hospital, the environment around exercise and cancer is improving, but more progress needs to be made. In her experience, physicians often are "too swamped" dealing with day-to-day patient care issues to learn about or discuss exercise with their patients. "And patients, when they first start treatment, are just overwhelmed with information, so handing them a piece of paper with information about yoga or strength training isn't very helpful." Several initiatives are under way to expand the supply of fitness professionals with cancer-specific training.

ACSM and the American Cancer Society (ACS) have a certification program for trainers who want to work with cancer patients and survivors, and Dr. Schmitz helped ACSM develop a new, six-session cancer exercise trainer certification Webinar. In addition, the Lance Armstrong Foundation has partnered with the YMCA to help train fitness staff at YMCAs across the country to work with and meet the needs of cancer survivors.

Helping any of her clients improve their fitness is gratifying, said McAllister, an ACSM/ACS-certified cancer trainer, but working with cancer patients and survivors offers some unique rewards. "Everybody benefits from exercise, but it can be so dramatic in cancer patients," she said. "It doesn't take much training to produce big results in their lives." ■

Source

National Cancer Institute
www.cancer.gov

Adapt, but Be Realistic

Patients with different cancer types receive different treatments. So the new ACSM guidelines identify considerations that patients/survivors and the fitness professionals working with them should take into account.

In men who have undergone androgen deprivation therapy for prostate cancer, for example, trainers need to be aware of fracture risk and adjust the exercises accordingly. And many women with breast cancer will have had surgery "that can really debilitate the shoulder," said McAllister, so the guidelines encourage the use of exercises to stabilize and strengthen the surrounding muscles.

Dr. Schmitz noted that although the benefits of exercise are clear, "sometimes people are just too sick to exercise," particularly during active treatment. Dr. Ballard-Barbash concurred. "If a patient is finding it difficult to tolerate exercise," she said, "he or she may need to decrease activity for a while, or wait a few days before starting again."

يقوم فريق مؤلف من ١٣ باحثاً من ذوي الخبرة في مرض السرطان واللياقة البدنية والسمنة والتدريب الرياضي بنشر رسالة يؤمنون بأنها واحدة من أهم الرسائل التي يمكن توجيهها لمرضى السرطان والناجين منه، وهي تجنب الخمول. وقد اجتمع الفريق العام الماضي برعاية الكلية الأميركية للطب الرياضي لوضع مبادئ توجيهية تتعلق بممارسة الرياضة والنشاط البدني لدى المرضى الذين يخضعون لعلاج السرطان أو الذين أنهوا العلاج. وبالإضافة إلى الترويج لفوائد ممارسة الرياضة والنشاط البدني في هذه المجموعة من المرضى، كان للفريق هدف آخر في صياغة المبادئ التوجيهية، إذ قالت المؤلفة الرئيسية الدكتور كاترين شميتر من مركز السرطان أبرامسون في جامعة بنسلفانيا أن أملهم هو أن يكون هناك مزيد من المحادثات حول الحاجة إلى برامج عملية رسمية للمرضى خلال وبعد العلاج، وهي برامج تكون بمثابة إعادة تأهيل القلب.



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Korean Functional Shoe Manufacturer to Use Dubai as Springboard to Tap Neighboring Markets

Mr. Kim Ki Tae, President of **RYN Korea**, the world's leading manufacturer of functional shoes, has hailed Dubai as a gateway to access the regional markets in the Middle East. Speaking during his first visit to the UAE, *Ki Tae* said, "Dubai has all the essentials to grow as a retail hub for consumer goods, being surrounded by fast growing markets of the Sub-continent and Africa. We look at the UAE as one of the most promising markets for our products."

"The UAE has succeeded in developing a world-class infrastructure for B2C businesses to grow which is critical for global brands to strengthen their position in this market and fully exploit the potential to reach out to neighboring coun-

tries," he added.

According to Dubai World Trade Center statistics, Dubai sees over \$17 billion domestic imports annually and it is a gateway to a \$150 billion regional import market with a catchment population of 1.4 billion.

"We use UAE as a gateway to expand our footprint to the entire Middle East region. The functional shoe business is well developed in the world and we foresee high growth potential in the UAE five years from now. We are focusing on the rapidly growing functional shoe industry in the Middle East through Dubai. We are pleased by the response our products are getting in the market," concluded *Ki Tae*. ■



Technogym Launches The New Total Body Workout

Technogym introduces Crossover, the revolutionary "Lateral Total Body", and the latest workout equipment which provides a complete upper and lower body training and ensures maximum glutes activation. Thanks to a simple and converging lateral movement, Crossover is easy to use and engages muscles that are not normally called upon by conventional machines. Complete muscle activation allows to optimize calories burning and, at the same time, to tone up legs and glutes. The dynamic, smooth, enjoyable movement offers a core intensive workout helping to optimize balance and coordination. Crossover is ideal for any user, at any performance level, guaranteeing a safe workout without stressing joints.

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ing it the most complete Cardio line in the world.

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With a turnover of more than €400 million (\$512mn), Technogym continues to be the leading provider of premium fitness appliances in Middle East, Europe, Asia and South America, and among the top 3 in the world. An innovative vision and a staunch commitment to promot-



ing a better lifestyle through regular physical activity, a healthy diet and a positive mental approach is how Technogym defines Wellness. ■



Dr. Katherine Nordal on How Therapy Helps Treat Mental Health Disorders



Katherine C. Nordal, PhD, is a licensed psychologist experienced in treating adults, children and adolescents and has clinical expertise in the treatment of stress-related disorders. As executive director for the APA's Practice Directorate, Dr. Nordal manages a wide range of APA activities, including legislative advocacy, legal initiatives, and nationwide public education campaigns, including the Mind/Body Health Campaign. Dr. Nordal is a recipient of the APA's Karl F. Heiser Presidential Award for advocacy on behalf of psychology. She was an APA/AAAS Congressional Science Fellow (1990-91) who served as a legislative assistant in the U.S. House of Representatives and with the House Select Committee on Hunger. Her clinical interests included: learning, behavioral and emotional disorders in children and adolescents; neuropsychological assessment; brain injury in children and adults; and civil forensic psychology.

What can a patient expect at his or her first therapy appointment? How will therapy help a patient in everyday life?

Therapy is a collaborative process involving you and your psychologist, who can help you figure out the best approach to handling your problems. It is important that you have confidence in your therapist and believe in his or her approach. It may take some time to fully understand your psychotherapist's recommendations so do not hesitate to ask questions.

The first step is to identify the problem. For example, you may feel angry or frustrated but can't easily pinpoint the cause. A psychologist will help to determine the best way to address your issues. Treatment will be based on current scientific research, the psychologist's theoretical orientation, and your culture, values, and preferences.

Your psychologist may recommend a more hands-on approach to treatment such as cognitive behavioral therapy or behavior modification. These treatment methods often involve homework or specific tasks designed to help you develop more effective coping skills. In other approaches such as psychodynamic, humanistic or psychoanalytic therapy, you may talk about your early experiences to provide a better understanding of the root causes of problems that are affecting you now.

How long does it take for therapy to help?

Most people find some benefit from

therapy after just a few sessions and many people feel some relief in the first session. For example, anxiety is relieved because therapy brings with it some hope and a better understanding of how things may change. The therapist may offer explanation or insight in that very first session that the client has been unable to understand on his or her own. However, for some people it takes longer to experience any benefits. So, it's important to give some time to the therapy process. Specific problems can often be resolved in a relatively brief number of sessions – even as few as two or three. But even if the problem isn't resolved immediately, many people feel confident within a few sessions that changes have been made and they are making progress.

In some cases, the course of therapy will be longer. For example, people with very severe trauma histories can take a long time to feel the trust necessary to move forward with the painful work of dealing with their trauma and the problems it has caused them.

Or, for some others, benefits may continue to accrue after the initial problem is solved because they continue to experience new insights, better functioning and improved well being from continued therapy.

And finally, for people with serious mental illness, therapy can provide the regular support needed to maintain a satisfactory level of day-to-day functioning.

In most health settings, patients re-

turn to their health care professional at multiple times during their lifetime. Mental health is no different. It is okay to go back to your therapist at different points in your life for a booster session or additional course of treatment to help address other problems that have arisen. You don't have to wait until you are in crisis.

Is there a place for prescription drugs alongside therapy?

If the individual is continuing to function relatively well, can attend work or school and have relationships with family and friends, therapy alone can be very effective. However, there is a role for medication in treating mental health disorders. Medication can sometimes be necessary for a patient in crisis to get to the point where he or she is able to engage in therapy. It can also help those with serious mental health disorders – but in most cases medications are necessary for only a circumscribed period of time and should not be relied upon indefinitely.

But what is important to remember is that medications do not help you develop the strategies necessary for dealing with life's problems. Once medications are discontinued, the problems often still remain – or may return. Therapy will teach you new strategies and problem-solving skills that will help you better address future problems that arise in your life. ■

Source

The American Psychological Association, www.apa.org

When Depression Is Severe



Severe depression is life threatening. So it is worth every effort you make and every resource it may take to get depression under control and make life more manageable. For most people, that means some combination of antidepressant drugs and talk therapy. Jessica Bosari has seen the consequences of severe, untreated depression in her own family: it ended in suicide for her father, his father and her maternal grandmother. So when the now-37-year-old freelance writer found that she hadn't outgrown what she'd thought was teen angst by her early 20s and became worried about how her moods could affect her new child, she began seeking treatment for depression, starting with psychotherapy and then adding medication.

One big challenge is that even the most effective treatments typically take four to six weeks to improve depression. But antidepressant medications tend to have their worst side effects immediately, before it becomes clear whether they will work. The right treatment, however, can work wonders—it just may take some time to find it. The range of options can be bewildering with more than two dozen medications and even more types of talk therapy available. But there's an upside here too: though it may take some perseverance in a time when it's hard to hold onto hope, the variety of options increases your odds of finding effective care.

Antidepressant drugs are classified or grouped by how they affect a patient's brain chemistry. Their ingredients are designed to address specific areas of brain functioning. These are the major classes of antidepressants now on the market:

- Selective serotonin reuptake inhibitors (SSRIs).
- Serotonin-norepinephrine reuptake inhibitors (SNRIs).
- Norepinephrine and dopamine reuptake inhibitors (NDRIs).
- Tricyclics.

- Monoamine oxidase inhibitor (MAOIs) or MAO inhibitors.

"Unfortunately, we have no way of telling which drug will do what for what person," says John W. Williams, M.D., a professor of medicine and psychiatry at Duke University.

Some research finds that people who show some improvement early on when taking an antidepressant are more likely to achieve complete recovery with that particular medication, says Peter Shapiro, M.D., professor of clinical psychiatry at Columbia University.

He adds that ideally, people show some improvement within two to three weeks—but if not, and if raising the dose and waiting another few weeks doesn't work, "you're probably not magically going to have headway eight to 10 weeks later."

Finding What Works

The first medication prescribed for Bosari was an early SSRI drug. "It did improve my mood but it was not what I would call a cure," she says. "It helped me to function better. It was not as hard to get out of bed. I did kind of

Dealing with Side Effects

Antidepressants have many side effects—but most are manageable, though extremely variable from person to person. "Probably the most common side effects are gastrointestinal symptoms, which can be nausea, upset stomach, gas, or diarrhea. They tend to be worse at the beginning—a lot of people have them only for the first day or two," says Peter Shapiro, M.D., a professor of clinical psychiatry at Columbia University.

Sexual side effects also occur frequently and unfortunately, tend to last longer. SSRIs can particularly reduce sexual desire and sensation and make orgasm difficult or even sometimes impossible to achieve. This can often be managed by lowering the dose, or adding another antidepressant like Wellbutrin (bupropion), which tends to have positive effects on sexual experience. In some cases, even switching to another SSRI might help because individual variance may make one drug in the same class have different side effects than another.

Antidepressants can also have long-term effects on sleep. "Some people feel sleepy and about the same percent feel wakeful," Shapiro says. Consequently, if a medication produces tiredness, it should be taken at bedtime and if it has a stimulant effect, it should be taken in the morning. "A lot of people have agitated, jittery, hyper-caffeinated feelings the first day or so, but that usually goes away," he says.

However, if a sense of agitation becomes extreme or intolerable—or if it is associated with thoughts of harm to yourself or others—call your doctor immediately, as this is obviously a potentially severe problem and you will probably need a different treatment.

Some specific antidepressants are particularly linked with side effects. For example, although antidepressants can either increase or lower weight, Remeron (mirtazapine) is especially likely to cause weight gain, according to Mark Zimmerman, MD, director of outpatient psychiatry at Rhode Island Hospital. If doses are not tapered, many antidepressants can cause withdrawal symptoms—and this problem tends to be more severe with Effexor (venlafaxine) and Paxil (paroxetine). Since Paxil is also the SSRI most clearly linked with birth defects when taken by pregnant women, it should not be the first medication tried.



have a sense of 'Oh, this is different.'"

Bosari took the drug for a few years, eventually stopping because it didn't seem to be helping much and because her husband questioned the need for her to be on medication. Over time, she adds, her husband grew to understand that treatment—the right treatment—really was important.

It helps to realize that the course of depression treatment is rarely smooth or straightforward. The road is often bumpy and you might have to change directions—but that's typical of the process.

Tracking Your Recovery

Because symptoms often naturally wax and wane, it can sometimes be hard to tell whether treatment is working optimally. "The aim for treatment is not reduced misery; it is normalcy," says *Eric Goplerud*, a professor of health policy at George Washington University, who himself has suffered depression.

He recommends using a questionnaire called the Patient Health Questionnaire-9 (PHQ-9).

"About a year ago, I was concerned that I was getting into real funk," he says, describing how he sought both therapy and medication. "Every two weeks, I took the PHQ-9 before I went in for counseling and was able to chart my improvement." If treatment is working, research shows that you should see about a 50 percent reduction in symptoms within six weeks.

Mark Zimmerman, M.D., director of outpatient psychiatry at Rhode Island Hospital and his colleagues developed another method to track depression and anxiety symptoms, available at www.outcometracker.org. "Any patient can use it as long as their doctor registers and it's free for doctors to register," he says.

According to the largest trial of multiple medication treatment for depression, conducted by the National Institute of Mental Health, about one-third of patients will completely recover with the first drug they try and up to 93 percent will recover by the time they've tried four different medications.

If multiple medications fail, see an experienced psychiatrist rather than a general practitioner—or even a psychopharmacologist, who is a psychiatrist specializing in the use of medications.

In Bosari's case, when her depression returned, she eventually found the drug combination that provided the best results. "I finally felt 'normal,'" she says. "It just felt right and natural and suddenly it made sense that people would enjoy living and want to make their lives longer. It clicked, like it was the missing piece of the puzzle."

How Long?

The good news is that the vast majority of people suffering depression can be helped with currently available treatments—and sometimes, even a medication that has previously failed will work. "There has been a con-

sensus for a while that if you have had a significant episode of depression and been treated and gotten better, you should stay on your effective dose for at least six months," Shapiro says. "The risk of relapse is clearly greater for those who discontinue compared to those who maintain for at least six months. And the more episodes of depression you have had in the past, the more likely it is that if you're not on maintenance medication, you will have a relapse going forward."

Bosari has decided to stick with this combination indefinitely—and given her life and family history, it's clear that her depression is chronic and requires long-term treatment. She says that finding the right therapist and exercising have also been critical to her recovery. ■

Source

The Prepared Patient, published by Health Behavior News Service, part of the Center for Advancing Health. www.cfah.org

يشكل الإكتئاب الحاد خطراً على الحياة. لذا فإن الأمر يستحق كل جهد يقوم به المرضى وكل الموارد التي يستثمرونها من أجل السيطرة على هذه الحالة النفسية الموهنة وإدارة حياتهم بطريقة أسهل. بالنسبة لمعظم الناس هذا يعني الجمع بين بعض الأدوية المضادة للإكتئاب والعلاج الكلامي. شهدت جيسيكا بوساري عواقب الإكتئاب الحاد غير المعالج في عائلتها التي شهدت إنتحار كل من والدها ووالده قبله بالإضافة إلى جدتها والدة أمها. بدأت بوساري في سن الـ ٧٣ بالبحث عن علاج للإكتئاب التي عانت به منذ سنين المراهقة بدءاً بالعلاج النفسي الذي أضافت إليه الأدوية. أحد التحديات الكبرى هو أنه حتى أكثر العلاجات الفعالة عادة ما تستغرق من ٤ إلى ٦ أسابيع لتأخذ مفعولها. لكن الأدوية المضادة للإكتئاب تميل إلى إظهار آثارها الجانبية على الفور قبل أن يستطيع الأطباء التأكد ما إذا كانت ستنتج. لكن لا يمكن أن ننسى أن العلاج الصحيح يمكنه أن يصنع العجائب حتى ولو استغرق بعض الوقت للعثور عليه.

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Catheter Ablation Treats Atrial Fibrillation More Successfully Than Drugs

When drug therapy can't control atrial fibrillation, a common heart rhythm disorder, burning out the cardiac tissue responsible for the abnormality will do the job in most cases, a new study has found. Called catheter ablation, the burning technique ended episodes of abnormal heartbeat and improved the quality of life over a nine-month period for two-thirds of the patients in the study who had the procedure, compared with 16 percent of those who were started on a new drug regimen.*

Lead researcher Dr. David Wilber, director of the Cardiovascular Institute at Loyola University Chicago Stritch School of Medicine, and colleagues found that after one year, two thirds of patients who received catheter ablation to treat an irregular heartbeat caused by atrial fibrillation (A-Fib), no longer experienced recurrent irregular heartbeats or symptoms, compared with only 16 percent of those treated with drugs.

The researchers reported that the results were so good the trial stopped early. The study was sponsored by Biosense Webster, who provided the catheters.

Atrial fibrillation is the most common type of irregular heartbeat. It occurs when electrical signals, which control the muscles of the heart, become erratic and instead of beating regularly, the upper chambers of the heart quiver. This disrupts blood flow, not all the blood gets through the heart properly, and so clots form and can cause strokes and heart failure.

People with A-Fib experience dizziness, chest pain, fatigue, heart palpitations, shortness of breath, fainting and lightheadedness. The condition affects millions of people worldwide and the numbers are rising, especially because of the obesity epidemic.

A-Fib disables people, according to Wilber. "They have no energy. They can't work. They have a very poor quality of life," he said.

In the study, patients who underwent ablation reported major im-

provements in their quality of life immediately, and this lasted throughout the nine months of follow up. But among the patients who received the drug therapy alternative, there were no significant quality of life improvements, the researchers told the press.

For the study, Wilber and colleagues studied 167 patients with A-Fib who had tried at least one drug but with no success. The participants were being treated at 19 medical centers, 15 of which were in the US. Their average age was 55 and 33.5 percent of them were women. They had been having symptoms of A-Fib on average for 5.7 years, and had on average undergone drug treatment for the condition with 1.3 drugs but with no success.

The researchers randomly assigned the patients to receive either ablation (106 patients) or a drug that was different to those they had already tried (61 patients). The results showed that:

- At the end of the 9 month evaluation period, 66 percent of the catheter ablation patients remained free from "protocol-defined treatment failure" compared with 16 per cent of those treated with drugs (ADT, antiarrhythmic drug therapy).
- The hazard ratio of catheter ablation to ADT was 0.30 (95 per cent confidence interval, CI, ranged from 0.19 to 0.47, $P < .001$).
- Major 30-day treatment-related adverse events occurred in 8.8 per cent of ADT patients (5 out of 57) and 4.9 per cent of ablation patients (5 out of 103).



- Mean quality of life scores improved significantly in catheter ablation patients compared with ADT patients at 3 months.
- The quality of life improvements were maintained during the course of the study.

"Among patients with paroxysmal AF [atrial fibrillation] who had not responded to at least 1 antiarrhythmic drug, the use of catheter ablation compared with ADT resulted in a longer time to treatment failure during the 9-month follow-up period," the researchers concluded.

One of the patients was 36-year old Robin Drabant from Hanover Park, Illinois. She said the condition made her feel 90 years old. She was taking a maximum dose of an A-Fib drug, which caused her to feel fatigued and gain weight, and she still experienced daily irregular heart rhythm episodes, lasting about 10 seconds or more. "I would lose my breath and could feel my heart racing and fluttering," she said.

Wilber performed a catheter ablation on Drabant's heart in May 2008. Since then she has had no more A-Fib episodes and said "I had great results".

A-Fib can be treated with various drugs with different effects. For example, beta blockers and calcium-channel blockers can slow the heart rate during an arrhythmic episode:

others like flecainide and propafenone, can help keep the rhythm steady.

But even when drugs succeed in stabilizing the heart rhythm, their side effects can be debilitating and significantly impoverish a person's quality of life. Currently in the US, when drugs don't work, patients are offered other treatments including surgery and catheter ablation, a relatively new procedure compared to drugs which have been around 30 or 40 years or so.

During a catheter ablation, an electrophysiologist burns away bits of heart tissue that cause the erratic electrical signals using a thin flexible tube (the catheter) that is inserted through the blood vessels into the heart. The tip of the catheter delivers radiofrequency heat waves that burn away the tissue.

Catheter ablation can have side effects, these include irritation of the heart lining, fluid in the lungs or around the heart, bleeding, clots and stroke. But none of these occurred in this trial, said the researchers. Wilber said an experienced center should get the same results as they found on the study. ■

Reference

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عندما يعجز العلاج الدوائي عن التحكم بالرجفان الأذيني، وهو نوع من الإضطرابات التي تطل خفقان القلب، يمكن لعملية حرق نسيج القلب المسؤول عن هذا الخلل حل هذه المشكلة في معظم الحالات، حسب دراسة جديدة. تعتمد هذه التقنية على حرق الأنسجة وإجتنائها بواسطة القثطر وهي سمحت بإنهاء حلقات الخفقان غير الطبيعي للقلب وتحسين نوعية الحياة على لدى ثلثي المرضى الذين خضعوا للعملية مدى فترة تسعة أشهر، مقارنة مع ١٦ في المئة من أولئك الذين أخضعوا لعلاج دوائي جديد.

Bioteque Corporation Offers Catheters, Stents and Tubing Systems

Bioteque Corporation is a medical device manufacturer based in Taiwan. With over 350 employees and 20,000 square meters of operation area, the company is a solution provider full of potential to meet customer demands all over the world.

With various products complying with international standards like CE or FDA 510(k), and a quality assurance system corresponding to ISO 13485, GMP and QSR, Bioteque Corporation provides all healthcare practitioners with reliable product performance and service quality.

In addition to its current product range, the company also undertakes research projects with national institutes to develop technologies for innovative medical products. To fulfill the requirements of medical sectors around the globe, Bioteque dedicates to offer total solutions for every patient. Its product range includes:

- Drainage kits made of Thermoplastic Polyurethane (TPU) - Pigtail Drainage Catheter Set, Double pigtail ureteral stent set, Biliary Drainage Catheter, Percutaneous Nephrostomy Kit.
- Endovascular products - PTCA (Percutaneous Transluminal Coronary Angioplasty), PTA (Percutaneous Transluminal Angioplasty), Angiography Catheter, Guiding Catheter, Sheath Introducer, MRI/CT/Angiography syringes, micro catheter, hydrophilic coated guidewire.



- Dialysis products including blood tubing line, AV Fistula needle, transducer protector, on-line HDF (with or without check valve) and Central Venous Catheters.
- IV infusion bag, Precision IV infusion set, Drainage bag, Insufflation tubing set with filter and various surgical drainage tubes.
- Components compatible with blood tubing line, percutaneous drainage set, infusion bag, AVF needle, Precision IV infusion set and IV infusion bag.
- Other medical consumables such as closed suction catheter, artificial nose, etc.

The main facilities of Bioteque include: Class 10,000 clean room & assembly lines; Automatic assembly machines for Hemodialysis Blood Line Set, AV Fistula Needle, IV bag and Components; E.O. sterilization equipment; Advanced Extrusion machines & injection machines; Molding house; In house laboratory; and Warehouse facilities. ■

SonoSite Receives FDA Clearance for LumenVu Catheter Guidance System

SonoSite, Inc., the world leader and specialist in bedside and point-of-care ultrasound, announced that it received FDA clearance for its innovative LumenVu® Catheter Guidance System. Designed to aid in the placement of peripherally inserted central catheters (PICC), the proprietary LumenVu System combines near-infrared technology with a revolutionary fiber optic stylet, which replaces a traditional guide wire, to allow visualization and real-time tracking of a catheter tip as it advances through a vein.

Catheters are often incorrectly placed and need to be re-inserted or



repositioned by the clinician, which results not only in more time and greater expense, but also increases the risk of infections. The LumenVu System has the potential to mitigate these risks by providing clinicians with the ability to visualize the catheter tip as it travels through the vessel. Healthcare professionals in hospitals or long-term care facilities will be able to track the progression of a catheter with greater confidence and quickly make navigational adjustments, if necessary. ■

Innovative Technologies Drive Market Opportunities in Molecular Diagnostics for Personalized Medicine

Molecular diagnostics, essentially the analysis of DNA and RNA at the molecular level, is a fast-growing business made possible by the growing understanding of the human genome. This, according to a recent report by Aarkstore Enterprise, has spurred growth in the diagnostic business.*

Given the established importance of DNA in molecular biology and its central role in determining the fundamental operation of cellular processes, molecular diagnostics is making it possible to detect infectious disease and cancer more accurately at an earlier stage than before. The technology also is optimizing testing for sexually transmitted diseases and genetic testing. Molecular diagnostics is also addressing the need for tests that monitor the therapeutic efficacy of pharmaceuticals. In this way, it has evolved into an important business opportunity for in-vitro diagnostics makers.

Molecular diagnostics is expanding beyond just the identification of infections. It is becoming an integral part of disease management and therapy, finding such applications as patient stratification, drug regimen selection, toxicity avoidance, therapeutic monitoring, and detection of predisposition to disease.

Hospitals and diagnostic laboratories using molecular diagnostic techniques need products that guarantee the highest levels of reliability and the greatest speed. Reliability is essential, because an inaccurate or missed diagnosis can be a matter of life and death. Another issue driving the need for new molecular diagnostics involves the ability of microorganisms to evade and even inactivate potent antibiotics, causing health care givers to be faced with substantial infectious disease challenges. The variety of technologies used in molecular diagnostics has transformed clinical laboratory medicine.

Key Market Issues

- To facilitate routine testing across a wider range of hospitals and reference laboratories, the market is demanding cost effective and simple-to-perform tests that have cleared the many regulatory hurdles. Auto-

mation is playing a key role in the development of tests that are easier and less expensive to operate.

- Infectious disease testing represents a large portion of the current market, given the re-emergence of infectious threats, including multidrug-resistant TB, new strains of HIV, and H1N1.
- Many drug companies are investing significantly in pharmacogenomics in anticipation of shaving years off the drug discovery and approval process, bringing potentially lucrative drugs to market much sooner.
- Through 2015, the molecular diagnostics market will grow at a double-digit pace, achieving an overall 14% compound annual growth rate to meet increasing demand for personalized medicine.
- Key areas of growth include infectious diseases, oncology, genetic testing and blood banking. A wide variety of drugs in late preclinical and early clinical development are being targeted to disease-specific gene and protein defects that will require coapproval of diagnostic and therapeutic products by regulatory agencies.

Key Findings

- Two important growth drivers in the clinical setting for molecular diagnostics include the need for new biomarker assays as well as for techniques that lower the cost per test, and which improve ease of use, data quality and turnaround time.
- Pharmacogenomics may be the most immediate new opportunity in the field. The ability or inability to metabolize a drug is genetically determined. Laboratories will be able to test an individual for variations in particular drug response genes. The test results would help the physician prescribe the right drug at the right dose in a regimen specifically tailored to that individual, maximizing the chances of therapeutic success. Pharmacoge-



nomics offers the potential for reducing the average cost of developing a new drug, now well over \$1bn.

- By far, most of the established market for molecular diagnostics lies in the North American region. The market is building in Europe, but is still at relatively an early stage in the rest of the world. Geographically, the US and European markets are the most advanced in terms of adoption of molecular testing and make up the majority of the existing market.

- In the current market for HPV, only about 20% of women over the age of 30 are screened for HPV using DNA-based tests in conjunction with a standard Pap smear, which leaves a lot of room for market growth.

- Screening of blood products for HIV has largely eliminated transmission through blood transfusions or infected blood products in the developed world. From its discovery in 1981 until 2006, AIDS has killed more than 25m people. HIV infects about 0.6% of the world's population. In 2005 alone, AIDS claimed an estimated 2.4m to 3.3m lives, of which more than 570,000 were children. Molecular based technologies enable the sensitive identification of pathogens within a few hours, and quantitative techniques are particularly valuable in the management of chronic viral infections caused by HCV and HIV, when an assessment of viral load can be used to guide therapy and prognosis. ■

* "The Future of Molecular Diagnostics: Innovative technologies driving market opportunities in personalized medicine", published by Aarkstore Enterprise. June 2010.
www.aarkstore.com

يشهد قطاع التشخيص الجزيئي، وخاصة تحليل حمضي الدنا والرنا النوويين على المستوى الجزيئي، نمواً سريعاً بفضل الفهم المتزايد للجينوم البشري. ودفع هذا الأمر النمو في قطاع التشخيص، حسب تقرير صدر مؤخراً عن آرستور. ونظراً لأهمية الدنا في مجال البيولوجيا الجزيئية ودوره المركزي في تحديد عمل الخلايا الأساسي، يسمح التشخيص الجزيئي بالكشف عن الأمراض المعدية والسرطان بشكل أكثر دقة وفي مراحل مبكرة.



Alere Launches Three New Cardiac Marker Test Kits

Alere International recently announced the launch of three new next generation products; Troponin I - a single-analyte, improved sensitivity Troponin I (TnI) test, Cardio2 - a two analyte panel consisting of the new Troponin I and BNP as well as Cardio3 - a three analyte panel consisting of the new Troponin I, BNP and CK-MB. These improved tests allow for earlier detection of even lower levels of TnI which improves outcomes and benefits the patient, the hospital, the physician office laboratory and the cardiologist. These new tests represent the further evolution of Alere's market leading Triage cardiac testing solutions. These tests utilize enhanced TnI sensitivity enabling measurement down to the 99th percentile, a recommendation found in emergency

department, cardiology and laboratory guidelines.

By offering this improved sensitivity troponin assay on panels that simultaneously test other cardiac markers at the Point of Care, these products will allow emergency physicians to make better chest pain / shortness-of-breath patient disposition decisions much more rapidly. When used in a rapid serial draw algorithm, the panel results can identify healthy patients earlier, allowing them to go home sooner and physicians to focus their time on only those patients in greatest need. All three products are designed for use on the Triage Meter.

"Alere continues to demonstrate its commitment to improving patient outcomes through the development of ever more powerful tools for



the Point of Care", said *Tom Parenteau*, Senior Director of Global Product Marketing. "We're extremely excited to bring such innovations to the cardiovascular diagnostics market, ones which enable physicians to make faster and better informed decisions about their chest pain patients".

The products bear the CE Mark and are now available for commercial sale in Europe, Australia and New Zealand and will soon be available in many other countries around the world. ■

Binding Site Launches More Hevylite™ Kits

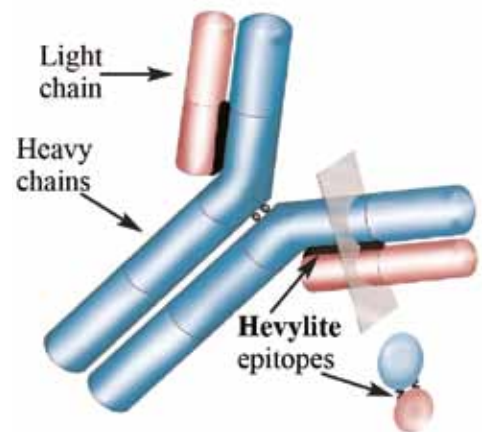
Binding Site launches four new products from their growing portfolio of Hevylite assays, a novel immunoassay panel designed for analysis of immunoglobulin heavy/light chain pairs. Like Freelite™ serum free light chain assays, Hevylite is CE marked for use in monitoring patients with Multiple Myeloma and other B cell dyscrasias.

Hevylite IgA Kappa and Hevylite IgA Lambda are now available on Binding Site's specialist protein analyser, SPAPLUS. Hevylite IgG Kappa and Hevylite IgG Lambda are also now available for the **Siemens BNII™** analyser. Results obtained using the Hevylite IgA Kappa and IgA Lambda assays for the Siemens BNII, launched in 2009, are already proving to be a clinically useful tool for monitoring these patients.

Hevylite is a panel of immunoassays using polyclonal antibodies targeted at unique junctional epitopes

between heavy chain and light chain constant regions of intact immunoglobulins. The immunoassays can separately identify the different light chain types of each immunoglobulin class, i.e. IgAk, IgAλ, IgGκ, IgGλ, IgMκ and IgMλ. These molecules are then measured in pairs, e.g. IgAk/IgAλ, to produce ratios of monoclonal/background polyclonal immunoglobulin concentrations, in the same manner as serum free light chain κ/λ ratios (Freelite). These new automated assays offer increased sensitivity over serum protein electrophoresis for quantifying monoclonal immunoglobulins.

"Not only are the Hevylite assays proving to be clinically useful for monitoring patients, but new evidence is emerging which illustrates the independent prognostic value of the Hevylite ratio," said *Paul Duncan*, Sales & Marketing Director at Binding Site.



Binding Site is a Specialist Protein company committed to the research, development, manufacture and distribution of innovative immuno-diagnostic assays for the global laboratory market.

By utilizing its considerable expertise in antibody specificity technology, Binding Site gives clinicians and laboratory staff the tools to significantly improve diagnosis and management of those patients with specific cancers and immune disorders. ■

Reliable Walk-Away Media Preparation and Processing with INTEGRA Biosciences

An informative new video from **INTEGRA** describes the operation and applications of its industry leading MEDIACLAVE Media Preparation and MEDIAJET Automated Petri Dish Filling systems.

Hosted at www.mediajet.info the video demonstrates the true walk-away automation and plate traceability provided by the MEDIACLAVE and MEDIAJET. High quality media for the cultivation of bacteria is at the core of numerous medical and microbiological laboratory applications. As a consequence, many downstream tasks and results directly depend on ensuring a reliable and efficient process for preparing high quality media. The MEDIACLAVE product range enables laboratories to rapidly and reliably prepare 1-30 liters of high quality culture media, reducing labor costs and freeing staff to more productive tasks. Available in 10- and 30-liter configurations, the MEDIACLAVE is quick to set-up and operate due to an intuitive, multilingual user interface makes it easy for even untrained users to use the MEDIACLAVE productively. Uniquely the MEDIACLAVE is independently certified by TÜV Product Services GmbH to be compliant to the UL 61010-1 and IEC 61010-1 international safety standards, thereby fulfilling even the most rigorous industry safety rules and regulations.



The excellent reliability and true automation provided by the MEDIAJET significantly reduces operational downtime and labor costs associated with traditional dish filling systems. The extensive applications capabilities of the MEDIAJET includes high throughput filling of Petri dishes of various sizes, Petri dishes with two compartments, test tubes and an integrated shaker function that provides a convenient solution for pour plate applications. INTEGRA is a leading provider of high-quality laboratory tools for liquid handling, media preparation, sterilization and cell cultivation. The company is committed to creating innovative solutions which fulfill the needs of our customers in research, diagnostics and quality control within the life science markets and medical industry. ■

Wide Range of Immunoassay Products for the Medical Diagnostics Market from Bioclone

Bioclone is an Australia-based subsidiary of **Hitachi Chemical Co., Ltd** specializing in the design and manufacture (including contract services) of high quality immunodiagnostic products for medical and research laboratory markets. Bioclone was formed in 1981 to take advantage of Australian expertise in medical research and biotechnology. A collaborative project between the CSIRO and the Garvan Institute for Medical Research gave Bioclone an excellent range of monoclonal antibodies to pituitary hormones from which diagnostic kits were later developed. Bioclone now produces Australia's largest range of immunoassay products for the medical diagnostics market. The products are marketed worldwide through a network of distributors. Bioclone has continued to invest in innovation and new product development both through collaboration with research organizations and through its own R&D team.

Bioclone quality management system is fully certified to ISO 9001, ISO 13485, GMP and the CE Mark and has US FDA clearance with 510(k) approval to market (for 10 ELISA products in the range).

A number of strategic alliances exist to develop new products and promote several current products on an OEM basis. Further to this, new pro-active, long established and well connected companies with experience in the distribution of immunodiagnostic products are always being sought to ensure sales coverage of Bioclone's core range of products in all regions of the world.



The core range of Bioclone's kits include tests for pregnancy, fertility monitoring, thyroid disease, anemia, allergy, growth factors, prenatal, neonatal and population screening and also some infectious diseases. The products listed are available for direct sale within Australia and internationally through distributors, including OEM (bulk components or private label for large quantities). Other products are in research and development.

Contract manufacturing and development services are also available: immunoassay kit manufacture; large-scale microtitre ELISA production; antibody production, including bulk production of monoclonals and immunoassay development (ELISA, IRMA, RIA and Chemiluminescent assays). ■



Glucose Meters & In-Vitro Diagnostics from Lobeck



Lobeck Medical AG was established in 1979 and is headquartered in Frick, Switzerland. The company's current product strategy is to provide practical and easy to use solutions for the diabetic (blood glucose monitoring devices) and in-vitro-diagnostic markets. All products are sold worldwide under the protected brand name of MediSmart of Switzerland®.

The MediSmart® blood glucose meter SAPHIRE is based on new technology: 480 test memory (date and time); Accurate results in only 5 seconds; Auto-calculation of 7, 14 and

28 day average; Only small tiny 0.6µl blood sample; 1 small 3V CR 2032 battery; Alternative site testing (AST); Easy to use; Easy to read big LCD display; Slim and portable device; Ergonomic design; User friendly handy test strips with automatically blood-suck in; Automatic calibration; Data management: download to PC via USB cable.

The MediSmart® IVD Hometestkits include:

- Early Pregnancy (HCG) Test: One step test to predict pregnancy only 7 days after sexual intercourse
- Ovulation (LH) Test: One step test to determine the fertility status and the best day to conceive a baby
- Menopause (FSH) Test: One step test to predict menopause
- Colorectal Occult Blood (FOB) Test: One step test for rapid and qualitative detection of human occult blood in feces ■

Major Iranian Player in the Diagnostics Market: Pishtaz Teb

Pishtaz Teb Zaman Diagnostics (PT) is an ISO 13485-2003, FDA QRS 21 CFR 820 (cGMP), and ISO 10002:2004 certified company. It is a major medical diagnostics provider, founded in 1998. Over the years, the company has built a strong relationship between technology and market requirements.

Congenital hypothyroidism (CH) is a condition of thyroid hormone deficiency present at birth. It is a dangerous disease in which approximately 1 in 4000 newborn infants has a severe deficiency of thyroid function. If untreated for several months after birth, severe CH can lead to growth failure and permanent mental retardation. Yet the disease can be prevented with a simple test during the first 2-6 days of birth. Because the treatment is easy, effective, and inexpensive, nearly all developed countries practice newborn screening to detect

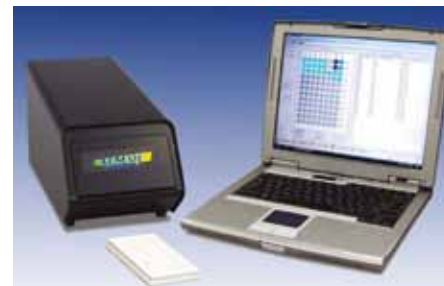


and treat CH.

By applying the company's professional knowledge in healthcare and paying special attention to the newborn, Pishtaz has designed and developed Neo-Natal Screening tests such as Neo-TSH, Neo-PKU, Galactosemia & G-6-PD. Furthermore, Pishtaz products include Biochemistry reagents, ELISA and serology kits most of which are CE marked.

The company's services include: Custom immunoassay development; antibody conjugation; and antigen & antibody coating on micro titer plates ■

Awareness Technology Offers Two Luminometers for CLIA Assays



Chemiluminescent Immunoassay testing (CLIA) is more sensitive and efficient than colorimetric enzyme-linked immunosorbent assays (ELISA), yielding significant advantages when testing for antibodies to infectious diseases, traces of hormones or drugs, and tumor markers at early stages. Laboratories around the world are looking more closely at CLIA kits, and many suppliers are converting to CLIA testing with its advantages of increased sensitivity and reduced susceptibility to interference and background signal over ELISA or IF methods. With CLIA offering better, faster, and more sensitive alternatives to ELISA, the kits and the readers must be sensitive, precise, versatile, and economical.

Awareness Technology produces two luminometers designed specifically for CLIA assays. The economical LumiStat® is the first Microstrip Luminometer, making CLIA testing available to smaller labs. The LuMate® Microplate Luminometer provides greater throughput via 96-well microplates, and powerful Windows®-based software for unlimited data storage.

CLIA's advantages are instrumental not only in supplanting a significant number of current ELISA tests, but are proving themselves as essential in Diagnostic and Research areas where ELISAs were previously not applicable or usable. By providing excellent low-end sensitivity, broad dynamic range, and a faster protocol than the conventional ELISA testing, CLIA kits are continuing to replace many conventional colorimetric ELISA kits. ■

Sterilization Equipment: Past, Present and Future What Do Experts Say?

In July, Medical Dealer magazine, a publication of MD Publishing, asked experts on sterilization equipment to give their insight into what lies ahead in the sterilization arena. Herman Dennington, owner of Medequip Engineering Service, has worked with sterilization for more than 70 years. He speaks about the history of sterilization and shares his opinion on the equipment's future. Stephen Loes, vice president of marketing, Infection Prevention Technologies at Steris, gives the manufacturer's perspective. In the following, we try to bring out the gist of what came in that interview.

Biggest Trends in Sterilization Equipment

Low temp sterilization and disinfection seems to be changing. There has always been a need for the sterilization of temperature sensitive items. Recent ruling by the FDA has made some heavily relied upon devices obsolete.

According to Herman Dennington, the discussion of significant changes in design or function of sterilizers should begin with the separation of steam sterilization from other types such as ethylene oxide (ETO), vaporized hydrogen peroxide (VHP), peracetic acid, and other chemical sterilants. The concept of steam sterilization hasn't changed since the first pot of boiling water had a lid put on it. What has changed is the control, regulation, and monitoring of the prescribed parameters that have been determined to be effective for the process.

In the 1960s, the most significant trend in sterilization was away from "Gravity" type cycles in favor of "Vacuum" sometimes referred to as "Hi vac" cycles. The significant change in the late



70s was away from electromechanical controls in favor of microprocessors. Cost and marketing issues aside, the use of a computer to control the cycle allowed for the incorporation of logic, redundant monitoring, and trouble reporting to assist the operator with sterility assurance. The evolution of microprocessor-controlled systems through the 80s and 90s resulted in equipment that was simpler to operate and maintain yet more efficient and cost effective.

"We'll probably see more changes with the bells and whistles in the years to come, but the glorified pressure cooker we call the autoclave will always be just that," added Dennington.

The decline in the popularity of ETO began in the 80s with the association of Freon 12 to the hole in the ozone layer over the North Pole. Most facilities that still use ETO now use 100 percent ETO canisters rather than the CFC or HCFC blends. Although it is inferior to ETO as a sterilant, vaporized hydrogen peroxide has become the low temp method of choice due to much shorter cycle times. VHP doesn't penetrate porous items as well as ETO, so it doesn't need a long aeration period.

According to Stephen Loes, for gas sterilization (ethylene oxide, ozone, vaporized hydrogen peroxide (VHP), or hydrogen peroxide gas plasma), there are two major trends. First, there is the development of cycles to sterilize long-lumened single and dual channel flexible endoscopes with reduced cycle times. Second is the

ongoing trend towards eliminating ETO sterilization in hospitals. In liquid chemical sterilization, the major market initiative is the transition from STERIS SYSTEM1® Sterile Processing Systems to alternate technologies such as the recently cleared SYSTEM 1E™ Liquid Chemical Sterilant Processing System and gas-based sterilization technologies.

There are several trends happening in steam sterilization as well. One is the reduction in utility costs for water and steam generation, added Loes. "We are also seeing improved productivity through equipment design and cycle development (example: the new Amsco® Evolution™ Steam Sterilizers, which can now handle over 90 percent more instruments by weight than the previous Century® sterilizers in the same amount of time). There is also improved uptime through real-time monitoring of equipment performance and predictive maintenance. A major hospital trend is the reduction of flash sterilization, which is based on the recommendations of standards-setting organizations," he added.

Future of Sterilization Equipment Industry

Loes believes that in the healthcare segment of sterilization specifically, "we will see continuing improvements to sterilization equipment, particularly in regard to improving process cycles, improving material compatibility, increasing material-handling automation and reducing the total cost of ownership of the equipment. However, I believe the biggest improve-

ments in sterilization will be achieved when hospitals optimize their sterilization workflow and processes by applying lean manufacturing practices and improving their information management systems. In order to do this, their sterilizer controls and software will need to be able to handle the data demands being placed upon them by advanced process improvement technologies."

According to Dennington, experience is the key. Quality and reliability are typically the result of repetition in the successful completion of a task. Training provides the foundation for a technician and experience provides the value. The most common virtue advertised by a manufacturer is experience, but when it comes to used equipment such as sterilizers, pitfalls abound, he added. A properly refurbished sterilizer can be expected to provide superior service and reliability with the same life expectancy as a new unit. However, many refurbishers are known in the trade as spray and pray operations. Gaskets and repair kits may be replaced, but the unit is put back into service with the same plumbing and wiring that may have caused it to be removed in the first place. "My advice to medical facilities wanting to save money with used equipment is to ask your dealer how many sterilizers they have refurbished. The number should be in the hundreds," he continued.

Loes closed by saying that sterilization of surgical instruments is only a small segment of the "manufacturing process" that provides clean, sterile, on-time and ready-to-use surgical instruments to the operating room. "As manufacturers of products and services for the sterile processing department, we need to ensure that all facets of the process are optimized and that the equipment we provide meets the needs of the entire hospital," he said. ■

Source

MD Publishing. July 2010.
www.mdpublishing.com

في تموز / يوليو طلبت مجلة ميديكل ديالر من خبيرين في مجال التعقيم إعطاء نظرتهم حول مستقبل معدات التعقيم. عمل صاحب شركة ميديكوب هيرمان دينينغتون في مجال التعقيم لأكثر من ٠٧ عاماً وهو هنا يتحدث عن تاريخ التعقيم ويعطي رأيه عن مستقبل هذه المعدات. أما ستيفن لوز، نائب رئيس التسويق لقسم تقنيات الوقاية من العدوى في شركة ستيريس، فيعطي وجهة نظر الشركات المصنعة. في ما يلي نحاول إخراج جوهر ما جاء في تلك المقابلة.

UAE Puts Healthcare-Associated Infections under Scrutiny

Healthcare-associated infection (HAI) affects hundreds of millions of people worldwide and is a major global issue for patient safety. HAI complicates between 5% and 10% of admissions in acute care hospitals in industrialised countries. In developing countries, the risk is two to 20 times higher and the proportion of infected patients frequently exceeds 25%. Knowledge and implementation of evidence-based strategies, surveillance and audit are the only weapons against the threat of healthcare associated infections.

Organised by **IIR Middle East**, the Infection Control Conference will take place as part of the Abu Dhabi Medical Congress (ADMC), from 17 to 19 of October, 2010, at the Abu Dhabi National Exhibition Centre (ADNEC). The conference will address the specific needs and issues related to the challenges of working in infection prevention and control, and will facilitate awareness of the global perspective and practices in the field of infection prevention for nurses and practitioners.



As Chair of the Infection Control Conference and Consultant Medical & Molecular Microbiologist, Sharjah Medical District, Ministry of Health, UAE, Dr. Mansour Al-Zarouni, says: "Prevention of HAI is at the heart of patient safety. Many HAIs can be prevented through implementation of evidence-based "best practices." At ADMC, more than 200 internationally renowned healthcare experts will take to the stage to discuss medical advances, service innovations and efficiency within Primary Healthcare, Patient Safety, Emergency, Rehabilitation and Physical Medicine sectors. ■

Astell Launches New Essential Autoclave

Astell has launched a new "E" range, the autoclave for the cost conscious microbiology laboratory, providing efficient sterilization of glassware, culture media and discard. Available in three standard sizes – up to 360 liters – the "E" range features a manual temperature-interlocked sliding door, over-temperature protection, media holdwarm, delayed start and air cooling.

Vacuum is also available for more demanding applications. These autoclaves combine a small price tag with a small footprint; all models feature 'space-efficient' square chambers to ensure that load capacity is maximized. The "E" range models are fully compliant with the Pressure Equipment Directive (EN/97/23/EC) and the Medical Devices Directive (93/42/EC & 2007/47/EC). Control is by Astell's unique Logi controller, a fully automatic system with a comprehensive 'self-help tutorial' to ensure ease of operation. Logi's operator interface is a 5.7" full color,



touch screen with five password levels for total security. Individual digital displays allow parameters such as temperature and pressure to be monitored constantly and the Logi controller features continuous data archiving for full traceability. All "E" range autoclaves can be supplied with a wide range of options including load sensed process timing, integral data printer and autofill facility. A full documentation package is also available for installation and operational qualification.

New Carpet That Cleans Indoor Air Launched across MENA

A next-generation new carpet is being launched across the MENA region that cleans indoor air, one of the most significant health risks of the modern world.

The new carpet from **DESSO**, the international carpet manufacturer, will be particularly welcomed by the world's estimated 300 million asthma sufferers, who are most at risk from poor indoor air quality.

The most important risk factors for developing asthma are a combination of genetic predisposition and environmental exposure to inhaled substances and particles that may provoke allergic reactions or irritate the airways.

The new carpet from DESSO, AirMaster®, is primarily aimed at offices, hospitals, schools and other public buildings, and will provide important health benefits that other flooring solutions simply cannot match.

DESSO is a leading manufacturer of high quality carpet tiles and broadloom carpets and has been in operation for almost 80 years. It has factories in The Netherlands and Belgium and exports worldwide.

The new carpet significantly reduces the amount of dust and particulate matter floating in the air. Independent tests have confirmed that AirMaster® is eight times more effective in capturing and retaining fine dust than hard



flooring – and four times more effective than standard carpeting.

The World Health Organisation has warned that it can be particularly hazardous to inhale particulate matter. Miniscule dust particles settle in the lungs, and the smallest particles can end up in the bloodstream – with potentially serious consequences.

AirMaster® works by reducing the incidence of potentially harmful allergy-producing particles by safely trapping and immobilizing them, guarantees a significant improvement in indoor air quality, and therefore reduces the risk of health-related problems. The carpet is based on patented technology and is specially designed to trap a higher percentage of dust particles than conventional carpet – and significantly more than hard flooring. ■

Integrated Decontamination Solutions from Prestige Medical

Steam sterilization, or autoclaving, is the preferred method of eliminating the risk of cross infection through contaminated instruments. It is the only method recommended throughout the world by healthcare professionals including the World Health Organisation and the Centre for Disease Control.

The **Prestige Medical** Classic series of sterilizers is designed to give users the most cost effective sterilization solution with a wide choice of models and accessories, with more than 1 million sold in 80 countries worldwide, it has a reputation for quality and performance.

The Prestige Medical C3 Advance front loading sterilizer offers a choice of vacuum and non vacuum cycles in the same machine for maximum flexibility. A vacuum autoclave is required in order to sterilize pouched, hollow or porous instruments. Non vacuum autoclaves are only suitable for unwrapped, solid items - so choosing an autoclave that can offer both types of cycle is usually the best option. The C3 Advance also features a high, 6 tray capacity yet has one of the smallest footprints on the market.

A washer disinfectant provides the most effective method of preparing instruments for sterilization and the Prestige Medical UltraClean II is a popular choice for dental



practices. Now with the additional flexibility of a choice of bench top or under bench machines to allow users to choose the decontamination solution, the UltraClean II comes complete with a selection of accessories to allow transferring instruments seamlessly directly into the autoclave, saving time and effort and reducing the risk of sharps injuries.

For over 20 years, Prestige Medical has been respected as a class leader in the development and manufacture of sterilization and disinfection equipment. Prestige Medical Ltd is a UK Manufacturer and an ISO 9001-2000/EN13485 accredited company. ■

Global Leader in Sterilization and Infection Control: Tuttnauer

For over 80 years, **Tuttnauer's** sterilization and infection control products have been trusted by hospitals, universities, research institutes, clinics and laboratories throughout the world. Supplying a wide range of quality products to over 100 countries, Tuttnauer has earned global recognition as a leader in sterilization and infection control.

Tuttnauer invests its full energies and resources in one area of expertise; sterilization and infection control. Recently a new product is added to the sterilizer range, the PlazMax. Low temperature sterilization by hydrogen peroxide (H_2O_2) sterilizing agent is fast, safe and cost-effective. The PlazMax sterilizer is designed to sterilize heat-sensitive instruments and materials with plasma sterilization technology. The sterilized instruments are available for immediate use after sterilization. It has the versatility to sterilize a wide range of instruments including endoscopes.

Tuttnauer strives to provide autoclaves that ensure safety for patients, staff, and the environment. Safety features include: Non hazardous or odorous emissions; Low temperature and pressure during sterilization; the hydrogen peroxide (H_2O_2) sterilizing agent produces no toxic residuals. PlazMax has been developed according to the following international standards and directives:



- Standards: NP EN ISO 9001:2000 ; EN ISO 13485:2003 ; EN ISO 14937 ; EN 61010-2-040 ; EN 61010-2-042.

- Directives: 73/23/EEC ; 89/336/EEC ; 98/37/EEC ; 93/42/EEC

Beside the PlazMax, Tuttnauer can supply all kind of other equipment in the field of sterilization and disinfection. The company has a full range of table top sterilizers and large hospital steam sterilizers. Ultrasonic cleaners and washer disinfectors can be used for the first step in all sterilization procedures. ■


Sterilization is the Mission at Tecno-Gaz



At **Tecno-Gaz S.p.A.**, sterilization is the company's mission, and that's why they have invested resources and time and energy over the last twenty years to developing one of the most comprehensive sterilization projects worldwide.

As far as safety at a health practice is concerned, sterilization is the first aspect to consider.

Setting up a sterilization system is important, as the operations and safety of a practice are based on this. Autoclaves are devices offering physical and legal safety. They provide a service of vital importance, and this is why autoclaves must be chosen according to rational logic and based on professional and not only cost-related evaluations. Choosing a leading product means using a device which has already been adopted by thousands of professionals the world over and this is without a doubt the best reference. Tecno-Gaz S.p.A. has been a leader and key player on an international level for years in the field of sterilization and prevention too. ■

Astell 

PIONEERS IN STERILIZATION TECHNOLOGY

Manufacturers of Autoclaves from 30 to 3000 litres

www.astell.com

100 YEARS OF EXPERIENCE



A washer disinfecter provides the most effective method of preparing instruments for sterilization and the Prestige Medical UltraClean II is a popular choice for dental practices. Now with the additional flexibility of a choice of bench top or under bench machines to allow users to choose the decontamination solution, the UltraClean II comes complete with a selection of accessories to allow transferring instruments seamlessly directly into the autoclave, saving time and effort and reducing the risk of sharps injuries.



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Finnish Medical Device Market Value to Increase by 5.3% Yearly

The Finnish market for medical devices is predicted to increase by 5.3% per annum at constant prices to attain a value of US\$1,387 million by 2015, according to Espicom. The current market size is estimated to be US\$1,071 million, equal to US\$200 per capita. The government has introduced several cost-containment measures in recent years in an effort to curb rising healthcare costs. The latest of these is a reference pricing system, which was introduced in April 2009. It is hoped that the new system will reduce the use of expensive pharmaceutical products.

Medical Devices

Finland is one of the northernmost countries in Europe and covers around 338,000km², of which 10% is water. The population is estimated at 5.3 million in 2009, resulting in a population density of 17.1 people per square kilometer. According to the latest report from Espicom Healthcare Intelligence, the Finnish market for medical devices is predicted to increase by 5.3% per annum at constant prices to attain a value of US\$1,387 million by 2015. The current market size is estimated to be US\$1,071 million, equal to US\$200 per capita.

Latest import and export figures for 12 months ending February 2010 show imports, whilst fluctuating in monthly terms, were 0.9% less than for the previous 12 months. Exports reduced by 3.4% with diagnostic imaging exports down by over a quarter and consumables up by 23%. For March 2009 to February 2010, imports totaled US\$787.8 million, said Espicom, and exports US\$1,231.1 million, maintaining Finland's positive balance of trade.

The public health system has developed from a hospital-centered model into a system where the main emphasis is on prevention, promotion and primary services. Healthcare expenditure has continued its steady growth in the past few years, increasing by 5.9% to 14.7 billion Euros (US\$20.1 billion) in 2007, with private expenditure accounting for around 24.4% of the total.

However, Finland suffered an economic slump in 2009, with GDP growth fallen a revised 7.5%, according to figures from the Economist Intelligence Unit, but is expect-

ed to begin to recover in 2010 with growth of 1.4%, gradually rising to 2.4% by 2014.

Imports of medical devices to Finland increased by a CAGR of 13.2% between 2004 and 2008 to reach US\$793.2 million in 2008, said the report. Domestic production totaled 675.0 million Euros (US\$992.3 million) in 2008, an increase of 5.7% over 2007. Finland exported US\$1,295.2 million of medical devices in 2008, of which 25.6% was dental products and 22.5% was diagnostic imaging apparatus. As a result of these trade figures, Finland is one of only a few countries to have a positive trade balance.

Domestic production of medical devices is from many small scale enterprises, focusing on niche markets. The largest domestic producer, Instrumentarium, was de-listed from the Helsinki stock exchange in 2004 and is now a subsidiary of GE.

Pharmaceuticals

Finland has been hit hard by the global economic downturn, with GDP contracting by 7.1% in 2009, according to figures from the Economist Intelligence Unit, and will recover slowly. Finland has one of the largest proportions of population over the age of 65 in Western Europe, and latest projections expect that the elderly population will constitute approximately 20.5% of the total by 2015. The ageing population means that healthcare is increasingly focused on preventative care.

The government has introduced several cost-containment measures in recent years in an effort to curb rising healthcare costs. The latest of these is a reference pricing system,



which was introduced in April 2009. It is hoped that the new system will reduce the use of expensive pharmaceutical products, thus lowering the costs for patients and reducing the pressure to raise health insurance payments.

Also in April 2009, generic substitution was extended to include products with an analogy process patent, according to Espicom. As a result, generic substitution will be more effective in terms of saving money, but Finnish manufacturers of patented original products now enter generic price competition several years before product patents expire in other European countries.

During the course of the past five years the level of imports has increased by 86.6%, with a particular rise in retail medicaments. This rise suggests that, as the market increases, domestic production is not able to satisfy the increase in demand. There are very few domestic producers in Finland, according to Espicom. The largest, Orion Pharma, holds a market share of approximately 9.4%. Pfizer and Leiras have market shares of 6.4% and 4.3%, respectively. ■

Source

Espicom Healthcare Intelligence - www.espicom.com

من المتوقع أن تشهد السوق الفنلندية للأجهزة الطبية زيادة بنسبة ٥.٣٪ سنوياً بالأسعار الثابتة لتصل قيمتها إلى ١٣٨٧ مليون دولار بحلول عام ٢٠١٥، حسب شركة الأبحاث إسبيكوم. يقدر حجم الحالي للسوق بـ ١٠٧١ مليون دولار، أي ما يعادل ٢٠٠ دولار أميركي للفرد الواحد. أدخلت الحكومة عدة تدابير لإحتواء التكاليف في السنوات الأخيرة في محاولة منها للحد من إرتفاع تكاليف الرعاية الصحية، آخرها كان نظام التسعير المرجعي الذي تم إدخاله في أبريل / نيسان ٢٠٠٩. من المتأمل أن يخفّض هذا النظام من استخدام المنتجات الصيدلانية الباهظة الثمن.

Oncos Therapeutics Raises \$5.5 Million from Healthcap to Develop Oncolytic Viruses into Cancer Treatments

Oncos Therapeutics, a biotech company developing new cancer therapeutics based on its next generation oncolytic viruses, completed a € 4 million (\$ 5.5 million) investment from **HealthCap**. With committed capital exceeding € 800 million (\$1.026 billion), HealthCap is one of the largest specialized providers of venture capital within life sciences in Europe.

After treating 200 late stage cancer patients since 2007 with strong safety and efficacy results, Oncos has selected its modified oncolytic adenovirus CGTG-102 as its lead clinical candidate. "This is the first step to turn our Advanced Therapy Access Program results into cancer therapeutics", comments *Pekka Simula*, CEO and co-founder.

"The results have been strong for late stage solid tumor cancers where rou-

tine therapies have failed. Time is critical in the treatment of cancer. We are confident that when treating earlier stage patients, our oncolytic virus therapy will prove even more significant", continues *Research Professor Akseli Hemminki*, CSO and co-founder.

"Oncolytic viruses are maturing as a new treatment modality in cancer. Oncos, as one of the leading companies in the field, and combines very promising results in humans with strong science", comments *Dr. Johan Christensen*, partner at HealthCap.

Oncos Therapeutics develops new cancer therapies based on its next generation oncolytic viruses. The company's unique Advanced Therapy Access Program was started in 2007 for cancer patients in whom standard-of-care therapies have



failed. Today, 200 patients have undergone individually tailored oncolytic virus therapy suggesting strong safety and efficacy. The program is based on extensive scientific research at the University of Helsinki and serves as the foundation for ongoing clinical development. Oncos Therapeutics publishes industry's oncolytic virus therapy blog: www.oncolyticvirus.wordpress.com ■

Pensi Offers Unique Solution for Patient Transport



Pensi Rescue Oy has launched a new and unique product, **Ergomy®**. Pensi Rescue Oy is an undisputed leader in all phases of patient transport. The company has always concentrated on users' ergonomics and now is the time to release the biggest breakthrough so far.

Ergomy® is designed to load Pensi 2000 multifunction stretcher with mini-

mal power to vehicle. Patients are getting heavier and vehicles higher to load. For example in some areas, there are laws that loading stretcher to vehicle while patient onboard is no more allowed to be done by one person. That's why Pensi customers who know the product say "Let heavy be light".

There has already been interest for

this product for VIP ambulances, as Pensi 2000MA can be handled by one person and now the loading for one person is made even easier. This equipment is VIP level with fraction of the cost compared for the benefits **Ergomy®** offers for users.

This new product was really waited in this branch as the authorities are thinking ways to get patient handling lighter. In many European countries, authorities are trying to find ways to ease the "unnecessary" lifts in EMS/patient transport. Nowadays more and more women are working in EMS, they also have to do the same lifts in emergency situations.

The development of this remarkable product has taken over three years and it has been developed, like all Pensi products, in cooperation with users from several countries. World premiere for this product will be in Turvallisuus exhibition (Finland) and Flisa exhibition (Sweden) simultaneously in week 36 2010. **Ergomy®** will also be presented in Abu Dhabi Medical Congress in 17-19 Oct. 2010. ■

Innovative Surgery Navigation Systems from FIAGON

FIAGON GmbH supplies innovative navigation systems for the surgical disciplines of ENT, oral and maxillofacial surgery and neurosurgery. These navigation systems allow users to plan operations in advance in a computer-aided manner. This planning can then also be implemented in a controlled fashion during the actual operation. Just like a navigation system in a car, FIAGON systems provide the surgeon with information on the planned path and position and thus improve the safety and quality of the operation.

The absence or incompleteness of guidance for the surgeon during the operation represents a clinical problem in many surgical operations. The surgeon is faced with the task of reconciling preoperative CT data with the intraoperative situation. The results are largely dependent on the surgeon's own skill, and this often

leads to longer operations or to errors.

This guidance can be provided by the clinical navigation system from FIAGON. Cross-sectional images of the patient are included in the intraoperative view. These cross-sectional images indicate the current position and orientation of the surgical instrument. This is achieved using an electromagnetic measurement system that determines the position and orientation of the tip of the surgical instrument relative to the patient. The measurement system is positioned directly underneath the patient's head.

The clinical problem is thus solved by combining the patient's CT data with simultaneous navigated depiction of the instrument in the intraoperative image. FIAGON navigation systems are ergonomic and reliable. The design of the software and hardware



modules is tailored for surgeons in the specialist areas of ear, nose and throat (ENT), oral and maxillofacial surgery and neurosurgery.

The FIAGON system can be fully integrated into the existing operation equipment. The software is structured in a clear and simple manner, meaning that users can focus their attention on those items of information that are most important for the operation. ■

Leader in Pressure Distribution Measurement Systems: novel

novel gmbh, the first company in the world to develop commercially available, dynamic pressure distribution measurement systems, can look back on more than 30 years of company history. Due to the extensive experience and professionalism of its team, novel sets the benchmark for accuracy and reliability of pressure distribution measurement systems, both in the medical and technical fields.

From a system that was originally developed for an International Space Station project, novel created three product families for dynamic pressure distribution measurement, each tailored to specific applications:

- The emed pedography platform, used for barefoot measurement, assess foot diagnostics and foot function,
- The pedar in-shoe measuring system, used to evaluate the local load between the foot and the shoe, pro-

vides biomechanical feedback, and

- The pliance systems, used to assess pressure distribution on soft surfaces, 3-D areas such as car seats, or pressure and forces generated in hand grip.

All systems by novel operate with calibrated capacitive sensors and supply reliable and reproducible results over time. novel's scientific software offers the ideal solution for data evaluation and management in a user friendly environment.

In cooperation with international clients, novel has also developed sensors tailored to specific measurements, particularly within industrial or occupational health applications. Today novel systems are used worldwide by prominent research institutions in areas such as medicine, biomechanics, and industry, and have become an indispensable asset within these fields.



novel users include reputable companies and institutes such as Nike, Puma, Daimler, Bosch, or Samsung, the University of Berlin, the German Sports University Cologne, the National Institutes of Health of the United States, the National Health Service in the UK and the New York Hospital for Special Surgery. ■

MIPM Launches Tesla One New MRI Pulse Oximeter



After a 5 year story of success MIPM's MRI compatible pulse oximeter Tesla OxySat will make way for the next generation of MRI pulse oximeters. The Tesla One is the latest development of MIPM's 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 SPO2 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. On top of a trend memory and patient data output, the Tesla One offers the option of SPO2 gating. ■

Pain Management and Rehabilitation Technology from schwa-medico

schwa-medico has been developing, manufacturing and distributing products in the fields of pain management and rehabilitation for 35 years. The company has been market leader in Germany for many years with its outstandingly successful portable TENS, muscle stimulation units and acupuncture supply. schwa-medico is supported by a global network of representatives.

The company offers the following products: TENS units; Muscle stimulators; Electrodes; Intelligent crutches; Incontinence units; Laser devices; Biofeedback devices; Ultrasound therapy units; Acupuncture needles; and Radiofrequency lesion generator.

For many years, transcutaneous electrical nerve and muscle stimulation has been applied with excellent results in hospitals, surgeries and home use. The extensive appreciation of physiotherapy and non-medication therapy as well as the search for low-

cost and easy-to-use therapies with few side effects have all promoted treatment with portable TENS, EMS and ultrasound devices. The intelligent crutches for partial weight bearing, acupuncture needles with special handles, a laser designed for the treatment of allergies, a new radio-frequency generator, a laser for blood radiation, and highest quality knitted braces are counted among the company's latest developments. Each product is developed by a cross-functional team of physicians and other specialists. As a leading supplier of medical devices schwa-medico has successfully marketed these pain relieving and muscle strengthening instruments in numerous medical fields such as pain management, anesthetics, neurology, orthopedics, rehabilitation and internal medicine. ■



Physiomed Elektromedizin Innovative in Rehabilitation, Sport and Aesthetic Medicine



Physiomed Elektromedizin AG is a leading producer of high quality equipment for classical and new approaches to physical therapy in rehabilitation, sports and aesthetic medicine. The Physiomed name stands for outstanding product quality, cutting-edge technological solutions, and an outstanding price-performance ratio.

The range of products covers instruments for electrotherapy, ultrasound therapy, vacuum application, laser therapy, microwave and shortwave therapy, cryotherapy, magnetotherapy, as well as a spectrum of new instruments like the unique Deep Oscillation® devices, Magcell®, Psoriamed® and vocaSTIM®, covering the latest therapeutic developments.

Physiomed presently exports its products to more than 70 countries worldwide. At the same time, the company, which is engaged in international research, maintains numerous cooperative efforts with universities and the continuous exchange of information with renowned scientists and leading physicians. The products' outstanding performance and suitability for daily use are based on over 35 years of experience and continuous communication with working therapists. ■

New Siemens Imaging Software Simplifies Workflow For Minimally Invasive Heart Valve Implantation

At the congress of the European Society of Cardiology (ESC) 2010 in Stockholm, Sweden, **Siemens** presented a new image processing software that helps cardiologists and cardiac surgeons prepare and perform transcatheter aortic valve implantations (TAVI): Syngo Aortic ValveGuide automatically reconstructs a 3D representation of the aortic root from CT-like cross-sectional images acquired with the angiography system.

The software selects anatomical landmarks as the coronary ostia, for instance, and overlays the 3D image with two-dimensional images acquired during live fluoroscopy. That way, the physician obtains real-time, three-dimensional guidance in the patient's body while navigating the new valve to its intended location.

During the minimally invasive TAVI (transcatheter aortic valve implantation) intervention, an artificial aortic valve is inserted via the femoral artery or through the apex of the heart. A new image processing software from provides the physician automated 3D guidance for the procedure: Syngo Aortic ValveGuide segments the aortic root in three-dimensional mode from Syngo DynaCT Car-



diac images. With the aid of anatomical landmarks in the 3D representation of the vessel, Syngo Aortic ValveGuide calculates the exact perpendicular view on the aortic root.

The C-arm adjusts to the corresponding angulations for live fluoroscopy. That way, it provides the proper perspective that the physician requires to exactly position the new valve. Consequently, as soon as the software overlays the 3D image of the aorta with the two-dimensional live fluoroscopy, the cardiologist in the cath lab or, respectively, the heart surgeon in the hybrid room, can start the intervention. Since Syngo Aortic ValveGuide only requires a short fluoroscopy time prior to the procedure, the patient's exposure to radiation and contrast agent can be reduced considerably. ■

Innovative Way for Preservation of Biological Material The BOS-S-86/800 Storage System

NSC Medical Cooling Systems GmbH, Seevetal/Hamburg, has developed a new system for the preservation of any biological material, which needs a storage temperature between +10 and -86° Celsius.

This system is "compatible" with the traditionally used medicine refrigerators in size and outfit but comes along with a lot of advantages: 1,000 liters capacity (sufficient for at least 800 plasma bags); Approximately 1.3 sqm foot print; Cooling by LN₂ (instead of compressor technology); Exhausted cold air can be used for air condition; No heat, no noise; Interior tailored to customer's needs; Complete monitoring; BOS-M management and control system; Touch screen PC and barcode scanner; Electromagnetic locking; Integrated blast freezer for 6 to 8 plasma; 30 minutes for -30°C in the center of the plasma; Small investment; Low operating costs; etc.

The BOS-S-86/800 system is the entry system into the BOS-S storage system line, which represents the first complete method for cooling and storing of biological products. If blood is the product, it combines the cooling chain at constant temperature with the uninterrupted documentation of the process from blood donation to its consumption. It is intended to replace the very cost intensive and



hardly organized technology of traditional refrigerators, cooling trunks or cold-storage chambers.

A further storage system, which covers the temperature range from +10 to -86° Celsius, is the BOS-S-86/3000 system, which holds 2,880 plasma bags on a foot print of about 4.0 sqm. It is completely different from a traditional refrigerator and pays off as soon as a storage capacity of four systems BOS-S-86/800 is required. ■

Innovative Medical Technology and Health Protection: OMRON

Wherever in the world a human being measures his blood pressure, mostly a sphygmomanometer from **OMRON** is used. In the range of blood pressure monitors for self measuring OMRON is a leading brand worldwide. OMRON Medizintechnik is well known for pioneering, intelligent technologies and high-quality health protective equipment. Whether blood pressure and body fat monitors, pedometer, inhalers, Tens equipment or clinical thermometer: OMRON convinces by measuring precision, excellent quality, clinical validations, simple handling and a future-oriented porting technology. A proven quality: For their reliability, innovation character and design OMRON equipment gets regularly appreciated test seals and title awards.

In the OMRON laboratories, medicine scientists and technology experts not only develop a wide range of micro electronics but also highly specialized and worldwide recognized medical engineering equipment. Here for example the automatic blood analysis equipment or the hyperthermic systems for cancer treatment has been found – both a decisively influence on today's high standard in the clinical diagnostics and therapy. Also the digital clinical thermometer is found due to OMRON.



Also unique is the OMRON Intellisense technology. With this special technology the blood pressure measurement starts already during inflating the pressure sleeve and makes the action pleasant and short. For the newest upper arm blood pressure monitor OMRON MIT elite Plus OMRON received several Industry Design Awards in Germany. A mobile telephone format and an illuminated display created a real eye-catcher. OMRON MIT Elite Plus contains top technology, measures even irregular pulses and has a data processing software.

OMRON recently launched an unusual toothbrush assortment. The OMRON Sonic style is a slim, highly attractive and efficient toothbrush. It works with an innovative sonic technology up to 33.000 vibrations per minute and has three individual cleaning modes which provides a hydro-dynamic gentle however uncompromisingly tooth and oral hygiene. ■

Partec: A New Dimension in Flow Cytometry

Partec, headquartered in Germany since 1967, introduced and pioneered fluorescence-based Flow Cytometry (FCM) more than 40 years ago as the first manufacturer worldwide. This technology has widely become the standard method for automated and rapid cell analysis and cell enumeration procedures.

Flow Cytometry technology allows the analysis of 100,000 cells or more per minute. Within one sample run only, several biochemical and physical cell properties are simultaneously analyzed for each single cell. Partec also provides several other cell analysis solutions, including molecular biological devices and reagents, e.g. for DNA analysis and unique portable and battery-operated fluorescence and transmitted light microscopes.

Partec products are key tools in many disciplines of medicine, biology, microbiology, pharmacy, biotechnology, industrial plant breeding, food quality control, and industrial process control.

The Partec Essential Healthcare division focuses on diagnostic solutions in the global fight against HIV/AIDS, TB and Malaria. To meet the challenges of the three "killer diseases" Partec has introduced the worldwide first mobile flow cytometry system (CyFlow®) and unique mobile fluorescence microscopes (CyScope®) in order to serve the rapidly growing demand of developing and emerging



countries for robust, almost maintenance-free, easy-to-operate, accurate and affordable diagnostic solutions.

A well-established network of Partec subsidiaries and specially trained distributors in more than 100 countries worldwide provide local supplies, after sales service, application support, techsupport, and training.

Since introduction of the CyFlow technique for HIV monitoring in late 2002, 1400 Partec CyFlow CD4 / CD4% counting devices have been implemented alone in the HIV monitoring field in 100 countries at governmental and NGO treatment programs. In the years 2008 and 2009, already 5 million CD4 tests (IVD, CE) have been supplied from Partec at internationally standardized net cost of not more than EUR 1.75 (US\$ 2.24) per patient test. ■

Integrated HD Operation Room System Solution from Rudolf Medical



The symbiosis between technical perfection, functionality and elegance is the challenge that **Rudolf Medical** meets with its integrated High Definition OR System Solution. As an equivalent to perfect technology an excellent design was developed which forms a perfect entity with functionality and efficiency, due to the combination of the

modules: Monolith Vista, Monolith Memo and Monolith Via.

- Monolith Vista is a 3 CCD-HD Video Camera System 1080 and 1080 pro, which employs the latest HD-SDI and DVI-D technology. Camera Control Unit: Full HDTV resolution of 1920 x 1080 pixels. Camera Head: Extremely light sensitive 3 x HD 1/3"

CCD sensors and high quality optical parafoveal zoom coupler.

- Monolith Memo, the 1080 HD SDI ControlTec capture HDV2, is the Monolith line documentation system. Its features are: Still picture & video storage in HDV2 format; Full HDTV resolution of 1080 TV lines; Interface for separate touch screen monitors.

- Monolith Via, the 44 HD SDI OR-MATRIX, is a system for the HDTV picture distribution plus video transmission via network. Its features are: Picture distribution from one or more OR camera systems to various monitors with full HDTV resolution of 1080 TV lines; Real-time transmission of surgeries through LAN network. ■

VOCO Offers Innovative Dental Materials Made in Germany



VOCO is one of the leading international manufacturers of innovative dental materials within the dental industry, who with its constant research and development efforts continues to set new standards in the development of dental materials. The privately-owned enterprise runs all research, development and manufacturing of its products at its German location. VOCO is certified according to EN ISO 9001, EN ISO 13485 and MDD 93/42 EEC - Annex II – additional evidence of quality assurance at the highest level and of VOCO top-quality prod-

ucts that are "made in Germany". VOCO researchers work in close cooperation with more than 150 universities and research institutes worldwide, who highly appreciate the expertise of VOCO's research and development team. VOCO has been leading several research projects co-sponsored by the German Federal Ministry of Research. Those projects have led to numerous innovative, useful ideas and products for daily clinical practice. VOCO is regarded as a specialist in dental materials. With its product inno-

ventions VOCO has acted as a technological forerunner in several areas. One such example is Bifluorid, a reliable transparent fluoride varnish for desensitising, deep fluoridation and prophylaxis. With Grandio® VOCO has presented the world's first nano-hybrid composite which is suitable for all cavity classes and one of the internationally most successful universal restoratives. Grandio® reaches a high filler degree and maintains optimal handling properties. It demonstrates that physical material properties, clinical ease of use and handling features are the focus of VOCO's development efforts.

Based on intensive research and development VOCO offers 160 high quality materials, exported to more than 120 countries worldwide. VOCO's complete product range consists of materials for the use in prophylaxis, conservative dentistry and prosthodontics. It includes permanent and temporary restoratives, lining materials, glass ionomer cements, Ormocer®, compomers and composites, luting materials, core build-up systems, posts, temporary c&b materials, impression materials, cleansers, adhesives, fissure sealants, fluoride preparations, laboratory products and devices. ■

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Saudi Healthcare Industry to Post Strong Growth

In the Backdrop of Strong Demand and Government Support

The healthcare sector in Saudi Arabia is expected to enjoy a double-digit growth in future, according to RNCOS. All the three segments of the healthcare industry (hospital, pharmaceutical and medical devices) will post strong growth in the backdrop of strong demand and government support. In 2009, Saudi Arabia's pharmaceutical market was calculated to be worth US\$2.77bn at consumer prices. Through to 2014, BMI forecasts that this figure will grow at a compound annual growth rate (CAGR) of 6.33% in local currency, reaching US\$3.77bn. A key driver of growth will be an increase in the incidence of non-communicable diseases, such as diabetes and heart disease.

Saudi Arabia represents one of the richest economies of the world. The country has witnessed many rapid changes in people's lifestyle, eating habits and social system over the last few years. These transformations at the social and individual levels have brought changes in diseases profiles and statistics. Hence, the prevalence of lifestyle and chronic diseases has been continuously increasing for last few years, which has put an additional burden on the healthcare spending in the country. From investors' point of view, the Saudi Arabian healthcare sector seems to be very promising and is expected to outpace the growth rate of other countries in the Middle East region in coming years.

A new research report from RNCOS states that the healthcare sector in Saudi Arabia is expected to enjoy a double-digit growth in future. All the three segments of the healthcare industry (hospital, pharmaceutical and medical devices) will post strong growth in the backdrop of strong demand and government support. For instance - the pharmaceutical market and medical devices market are projected to grow at a CAGR of around 10% and 12% respectively during 2010-2012. Besides, the most noticeable aspect of the healthcare industry is huge private investments and this trend is likely to continue in near future.

RNCOS's report found that the demand for hospitals beds will escalate at rapid pace with changing country's demographic conditions and rising population. The increasing prevalence of diseases and expanding proportion of ageing population will further boost the demand for beds. However, there are several factors,

like high cost of healthcare treatments in the country, economic dependency of the country on oil rates, which are imposing a negative impact on the growth rate, but these are expected to be overcome in near future with the help of government efforts.

In 2009, Saudi Arabia's pharmaceutical market was calculated to be worth US\$2.77bn at consumer prices. Through to 2014, Business Monitor International forecasts that this figure will grow at a compound annual growth rate (CAGR) of 6.33% in local currency (as well as in US dollars, to which the Saudi riyal is pegged), reaching US\$3.77bn. According to BMI's latest report, a key driver of growth will be an increase in the incidence of non-communicable diseases, such as diabetes and heart disease, although values will continue to face pressures from strict pricing policies and regulatory bias against foreign producers and their products. While generic products are expected to benefit from a combination of cost-containment measures and the authorities' attempt to boost the local industry, the Kingdom's wealth will continue to support the growth of the patented drugs market.

Overall, BMI sees Saudi Arabia as one of the most attractive destinations for foreign companies in the Middle East and Africa (MEA) region. In its updated Business Environment Ratings (BER) for Q310, Saudi Arabia is ranked third out of the 19 regional markets surveyed, which now include Iraq and Ghana. Saudi Arabia's score is propped up by the country's wealth and a sizeable population (exceeding 25mn in 2010) rather than the forecast annual growth of its drug expenditure, although its



steady development is clearly a factor. The government is also in the process of creating more public-private health partnerships and encouraging private health insurance uptake, which should provide the momentum for further drug sales. Despite the falling oil prices in 2009, the government has recently reaffirmed its commitment to public projects in the course of 2010, which include investment in healthcare facilities. BMI maintains its belief that Saudi Arabia will be one of the strongest economies in the MEA region over the long term, due to a bright outlook for domestic demand and strong oil and gas output growth potential. The sooner the private sector and the markets regain confidence, the faster this rebound will be, thus positively affecting the forecast demand for pharmaceutical and medical services, as well as the government's program to boost local pharmaceutical output. ■

Source

- RNCOS - www.mncos.com
- Business Monitor International (BMI) www.businessmonitor.com

من المتوقع أن يشهد قطاع الرعاية الصحية في المملكة العربية السعودية نمواً ملحوظاً في المستقبل وستجلب قطاعات الرعاية الصحية الثلاثة (المستشفيات والأدوية والأجهزة الطبية) نمواً قوياً في ظل الطلب القوي والدعم الحكومي. بلغت قيمة سوق الأدوية في المملكة ٢,٧٧ مليار دولار في عام ٢٠٠٩ في أسعار المواد الاستهلاكية. ومن المتوقع أن يزيد هذا الرقم بمعدل نمو سنوي مركب يصل إلى ٦,٣٣٪ في العملة المحلية حتى عام ٢٠١٤ ليصل إلى ٣,٧٧ مليار دولار. المحرك الرئيسي للنمو سيكون الزيادة في معدل الإصابة بالأمراض غير المعدية، مثل مرض السكري وأمراض القلب.

NAJAT Supplies Wide Range of Medical Equipment and Products

Dar Al Najat Medical Technology (NAJAT) is a member of Yousif H. Al-Hamdan Trading Company Limited; it is specialized in the supply, installation, operation and maintenance of various medical equipment and supplies and it is medical company approved by Saudi Food & Drug Authority (SFDA). With its head office in Riyadh, and branch offices in Jeddah and Dammam, NAJAT covers the whole territory of the Kingdom of Saudi Arabia.

NAJAT has been actively pursuing available business opportunities in the public sector, semi-government and private entities whenever and wherever any kind of medical equipment and products are required by new and other well-established and valued local customers. It represents various prominent and reputable in-

ternational 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); in addition to other various medical and medical related items.

NAJAT staff is headed by Vice President *Eng. Samy Nihad*, US citizen, who has an Engineering Degree from



the University of Texas, plus over 30 years of work and business experience in the US, Lebanon and Kuwait. The Sales & Service Manager is *Eng. Mohammed Atta Rajab* who has BSc Degree in Biomedical Engineering from the University of Ajman - UAE and has over 17 years of practical field experience in Saudi Arabia.

The company's competent staff of sales and service engineers welcomes the opportunity to serve customers needs and requirements. One of the organization's foremost goals is to respond to any inquiry with utmost professional handling and expediency. ■

Hoshan Delivers Solutions for the Work Environment



For almost four decades, **Hoshan Group** has been one of the leading providers of quality office furniture, office automation as well as data & telecommunication needs of its prestigious clients. The company has marked excellence by working with high profile projects for government, semi-government, private, healthcare, multinational companies and the biggest learning institutions in Saudi Arabia. Hoshan inspires employees to work together in a unified

approach to provide comprehensive, integrated and state-of-the-art work environment solutions appropriate to our clients' needs.

With its Healthcare projects, Hoshan offers the highest quality of furniture and services for the different areas of medical facilities such as laboratories, pharmacies, emergency, intensive care, imaging, ambulatory, surgical, materials management, patient care, nurse stations, and administrative as well as lobby & waiting areas.

Hoshan has exclusive representations of first class manufacturers currently leading the market in healthcare-specific furniture, from both USA and Europe.

The company has many accomplishments with projects such as Habib Medical Group, King Faisal Specialist Hospital & Research Center, Prince Sultan Humanitarian City and Kingdom Hospital and many other esteemed projects throughout the Kingdom, in addition to Habib Medical Center in Dubai, UAE and Clemenceau Hospital in Beirut, Lebanon. To date, Hoshan has already designed and furnished a good majority of the top healthcare facility projects around the Kingdom.

These accomplishments can be attributed to the company's highly experienced design team, its well trained installation team and its extremely dedicated project management and after sales teams, whose specialized approach is tailored to customers' needs to meet and exceed their expectations. This goes to show Hoshan's commitment to its mission of delivering dynamic and versatile furniture solutions by utilizing its comprehensive portfolio of furniture products and services. ■

Young but with an Extensive Innovative Expertise Pool - HWP Istanbul

By opening the Turkish subsidiary HWP Istanbul, the Germany based HWP Planungsgesellschaft mbH (HWP) seeks to establish itself within the Turkish market by working closely with Turkish suppliers and subcontractors, thereby creating a mutual benefit. The Turkish market is one of HWP's starting points for further market developments within the economic regions of the Middle East and North Africa. MENA Health World (MHW) magazine took the opportunity of talking to HWP Istanbul's Board of Management: Dipl.-Ing. Architect Tuerker Koeksal, Senior Leading Architect of HWP Group and Management Director of HWP Istanbul, who studied at the University of Stuttgart/ Germany after achieving his High School diploma in the USA and has been working from abroad his entire professional life, and Dr.-Ing. Dipl.-Kfm. Norbert Leopold who holds the position of Management Director of the HWP Planungsgesellschaft mbH as well as of HWP Istanbul.

Mr. Leopold, could you please summarize your company's profile briefly for our readers. Specifically what is the HWP's Group and HWP Istanbul's portfolio

Mr. Leopold: For 40 years, HWP has been planning and creating complex architectural and development projects in many different sectors - including healthcare, education, scientific research and high-tech industry. Referring to our strategic focus on complex and future industries, HWP helps to realise high-class special clinics, general hospitals, research centres, universities, production plants and even efficient production systems for pharmaceuticals and biotechnology companies. As a young Turkish company with German roots and direct linkage to the HWP Group, HWP Istanbul has the means to successfully contribute to viable solutions in the Turkish and Middle East Northern African market by having open access to HWP's knowledge pool, competencies and resources. In contrast to other start-ups, HWP Istanbul is able to offer a matured, integrated portfolio adapted to the Turkish special requirements as well as 40 years of best practise "Made in Germany" by working closely together with the German based HWP Planungsgesellschaft mbH.

As you have mentioned, HWP has a primary focus on "Healthcare Architecture", "Higher Education Complexes" and "Pharmaceutical Production Plants". You are celebrating the 40 years of HWP's establishment this year. Led by this event, do you plan a shift in the focus sectors or an additional specialization niche?

Mr. Leopold: As to our long-term



MR. Tuerker Koeksal

market analysis and to our prospects for future market developments we are deeply convinced by the huge dynamics and impressive potentials offered by the healthcare, the higher education and research sector in Turkey and throughout the region. HWP is one of the leading companies in consulting, planning, engineering and architecture for health care facilities, universities and the high-tech industry. This is the reason why we are not planning to change our well-defined portfolio strategy. According to the profound technological developments in the medical age we see further business development in the linkage between medical and laboratory engineering and latest news in information technology.

Since HWP designs in knowledge and expertise based areas, what is your strategy to keep the level of quality while you work via your branch offices? What is the quality control mechanism?



MR. Norbert Leopold

Mr. Leopold: Our philosophy is highly driven by a multidisciplinary approach outlined by our mission statement: "The whole is more than the sum of its parts". Our people are learning in real-life projects to develop new competencies. Having an extensive high-level of professional employees at our head office in Germany our new professionals gain deeper insight within experienced project teams in Germany. Thereby, we offer specific trainings and interdisciplinary workshops to create an environment of shared knowledge. Moreover, we have been certified in quality management for many years.

Do you have plans to open up a new office in another location? Since your company is active also in China.

Mr. Leopold: Different markets mean different requirements in the selection of the globalization strategy. We decided to enter the Chinese market through a long-term local

partnership whereas we opened of-fices within Egypt, Libya and in Tur-key. We aspire to the development of further regional markets, however the basis of our strategic develop-ment is a thorough investigation.

As an International Architectural Design Company, what was the main driving reason for you to invest in Turkey?

Mr. Leopold: We have been hav-ing a close look at Turkey for quite a long time, last but not last driven by the strong personal commitment through Mr. Koeksal and other Turk-ish colleagues. The positive devel-opments regarding the integration with European Union have been a supporting factor for us. Turkey has a population of 80 million. Huge in-vestments are being released into the industry as well as healthcare sector. We know that, Turkey is on the edge of a change in health-care services. We were aware of the transformation program of Min-istry of Health. We also hope that the private healthcare sectors will also ramp up again. We feel minor

adjustments in the procedures have to be aligned to support the private hospital investors. Besides having a huge potential, the mechanisms of procedural planning and imple-mentation tend to work more con-structively and successfully when in line with international standards. This is an advantage for international companies like us.

During the time, you realized your investment in Turkey, economic crisis was shaking the whole world. What was the effect in general to your company and to the young office?

Mr. Koeksal: Macro economic data show that Turkey was the country the most affected by the worldwide crises caused by its high service ori-ented industries. For our new estab-lished office this meant a slackening of speed according to market en-try and market penetration. Never-theless, recent economic develop-ments are supporting our deep be-lieve of further market growth in the health care sector, in higher educa-tion and research as well as in high-tech industries.

Mr. Koeksal, what are your expecta-tions regarding HWP Istanbul for the long term?

Mr. Koeksal: As I have mentioned ear-lier, HWP Istanbul is an operative of-fice. It is planned and structured ac-cordingly. Our vision is the creation of ambitious health care facilities for Turkey. In addition, we target to serve the Turkmen States and Middle East via Istanbul office. This you can only do with qualified staff members. With the close-working structure of Stutt-gart and Istanbul offices, our local architects gain international experi-ence. Our newest staff member has completed one year already. We plan to create a core team, fully in-tegrated to our Head Office with high-level skills. We have to date been very successful in our endeavors and we are open of course to experienced healthcare architects. Istanbul office is a strong base for us and with the new projects in Istanbul and in the near future, we will create the strong standing we had planned for. ■

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Altera Offers Range of Medical Consumables



Altera A.S. is a company operating in the healthcare sector located in Izmir, Turkey. The company produces disposable medical consumables under the Altech brand, manufacturing in 3 cleanrooms (10.000 and 100.000 class). The products are CE (certified by TUV Rheiland) and FDA marked and comply with ISO 9001, ISO 13485:2003 quality regulations. The company operates on a 40.000m² area with 11.500m² of closed space. During 2005, Altera doubled its capacity by opening a new 5.800m² building. Currently, Altera is making OEM supply and contract manufacturing to worldwide brands. Its products are exported to 56 different countries world-

wide. The company's biggest export markets are Australia, Germany, USA, South Africa, Iran, Egypt, Jordan, Italy and China. 67% of its production go to export markets. The major product groups are:

- Altech Breathing Systems: 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.); Breathing Filters (Bacteria Filters, HME Filters, Bacteria/HME Filters, Tracheostomy Filters, Neonatal HME Filters, Pediatric Bacteria and HME Filters); Oxygen and Aerosol Therapy Products (Oxygen masks, Aerosol Masks, Nebulizers, High Concentration Re-Breathing Masks, Tubings).
- Altech Infusion Systems: Needle Free Extension Sets; TPN Sets; Syringe Pump Disposables.
- Altech Wound Care Management.

Medical Disposable Products from Morton



Since its foundation in 1990, **Morton Medical Ltd.** has expanded greatly and is today, with its 92 employees, regarded as one of the leading and most reputable manufacturers in the world of a large range of disposable medical products. In the Turkish city of Izmir, the company manufactures disposable medical products such as Pleural drainage system, Anesthesia circuit and accessories, Bacterial Filters, Yankauer suction set, Microscope and Video camera covers, Pressure

and extension lines, Drainage System, 3 way stopcock, Mouth care kit, Oxygen and nebulizer sets, Face masks, etc.

Morton Medical aims to grow its business by developing, producing and marketing quality products perceived by customers as being safe, reliable and efficient. It also strives to be recognized as a reliable and trustworthy partner.

Morton Medical's corporate quality policy promotes: Skills and quality awareness among all levels of employees; Careful selection of sub-suppliers based on evaluation of their ability to fulfill the company's quality requirements; Monitoring and follow-up on internal quality parameters; Monitoring of customer satisfaction with delivered products; Maintaining a documented and certified quality system which fulfills international standards and regulatory requirements for medical products. ■

Altan Industrial and Laboratory Instruments

Altan Private Company

was established in 1981 in Istanbul for marketing laboratory instruments and consumables. The company changed to corporate as "Joint Stock Company" in 1986 and continues to acquire new agencies. Altan first imported products from the United Kingdom in 1994 and continues to expand its product range. Some specific refrigerators were manufactured by the company in 2007 and this production line is already being expanded.



Altan has international distributorship from Germany, France, India, and Taiwan and sales representation from Denmark. As one of the leading dealers of laboratory market in Turkey, Altan has been serving with more than 100 sub-agents in all over Turkey with good sales ability on site.

Main product range: Medical and Laboratory Refrigerators (Labalt, Dometic); Medical and Laboratory Deepfreezers (Elcold, Dometic, Rajas); Plasma Freezers (Elcold, Dometic); Blood Bank Appliances (Rajas, Dometic); Incubators (Dometic, Termal); Sterilizers (Erma); Water baths, Furnaces (Termal); Pathology, Anatomy and Forensic Medicine Products (Medis-Kugel); Bone Maceration and Degreasing Units (Medis-Kugel); DryCon CS Units (Medis-Kugel); SprayCon CS Units (Medis-Kugel); Centrifuges (Funke Gerber); Basic Laboratory Equipments (Rajas, Daihan, Biosan); Test and Measurement Equipments (Hanna); Balances (Precisa, Kern); Laboratory Glassware (Borusan); Laboratory Plasticware (LP); Evaporators, Shakers (Heidolph); Water Purification (Reverse Osmosis Units (Electrolux); Laboratory Consumables (Merck); Microscopes (CC-SVR); Chemicals; Modular Laboratory Furnaces and Working Benches; etc. ■

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US Medical Device Market Estimated at \$94.9 Billion in 2010

At an estimated US\$94.9 billion in 2010, the US medical device market is the world's largest, according to Espicom. Per capita expenditure in the country stands at US\$306 and is the third highest in the world. The USA is home to many of the world's leading medical device manufacturers. Seven out of the world's top ten device manufacturers are US companies. The US pharmaceuticals market, having displayed decelerating growth rates in the years 2005-2009, is expected to rise quite vigorously in 2010, followed by the period of fluctuating growth in the years up to 2014, according to Venn Research. The US pharmaceuticals market generated total revenues of \$276,681.9 million in 2009.

Medical Devices

With a population over 300 million, the USA is the third largest country in the world, behind China and India. The largest state is California, with a population of 37 million. According to the latest report from Espicom Healthcare Intelligence, the US medical device market is the world's largest standing at an estimated US\$94.9 billion in 2010. Per capita expenditure, at US\$306, is the third highest in the world.

Much of the market is in private hands; there is no single health system. Public healthcare systems, known as Medicaid, for those on low incomes, are operated by each State. Since 1960, the Medicare system has provided hospital care for the elderly; this has also provided prescription drug coverage since 2006.

President Obama succeeded in signing his healthcare reform bill into law on March 23, 2010. The bill, formally called the Patient Protection and Affordable Care Act HR 3590, will eventually extend health insurance cover to an estimated 32 million Americans who don't have any form of health insurance, said the report.

The USA is home to many of the world's leading medical device manufacturers, such as Johnson & Johnson, General Electric, Baxter, Covidien and Medtronic. Seven out of the world's top ten device manufacturers are US companies, said Espicom.

Medical device imports are forming an increasingly significant part of the market, and now account for around 31% of the total. This growth is partly explained by US manufacturers using cheap locations abroad, such as Ireland or Mexico, in order to re-export to the US market. The market is highly regulated, and can be an expensive one in which to operate, according to Espicom. It is, however, transparent and 'rules-based'. The US is a major site for R&D and clinical trials.



Pharmaceuticals

Having displayed decelerating growth rates in the years 2005-2009, the US pharmaceuticals market is expected to rise quite vigorously in 2010, followed by the period of fluctuating growth in the years up to 2014, according to the latest report from Venn Research.

The US pharmaceuticals market generated total revenues of \$276,681.9 million in 2009, representing a compound annual growth rate (CAGR) of 2.8% for the period spanning 2005-2009. In comparison, said Venn's report, the European and Asia-Pacific markets grew with CAGRs of 4.1% and 6.3% respectively, over the same period, to reach respective values of \$187,306.7 million and \$124,319.9 million in 2009.

Central nervous system sales proved the most lucrative for the US pharmaceuticals market in 2009, generating total revenues of \$65,412.2 million, equivalent to 23.6% of the market's overall value. In comparison, sales of cardiovascular generated revenues of \$57,132.7 million in 2009 equating to 20.6% of the market's aggregate revenues. Venn Research's report which highlights the United States pharmaceutical sector in terms of market share, key trends, market players and competitive scenario in the market. ■

Source

Espicom Healthcare Intelligence - www.espicom.com

تُقدّر قيمة سوق الولايات المتحدة للأجهزة الطبية بحوالي ٩٤.٤ مليار دولار في عام ٢٠١٠، وهي الأكبر في العالم، وفقاً لإيسكوم. يبلغ نصيب الفرد من النفقات في البلاد ٣٠٦ \$ وهو ثالث أعلى رقم في العالم. تحتضن الولايات المتحدة أهم شركات تصنيع المعدات الطبية في العالم، وسبعة من أصل المصنعين العشرة الأكبر يتركزون فيها. سوق المواد الصيدلانية الولايات المتحدة، بعد أن عرض تباطؤ معدلات النمو في السنوات ٢٠٠٥-٢٠٠٩، ومن المتوقع أن يرتفع بشدة إلى حد بعيد في عام ٢٠١٠، تليها فترة من تذبذب النمو في السنوات حتى عام ٢٠١٤، وفقاً لفريق البحث. إنشاء سوق الأدوية الأميركية مجموع إيرادات ٢٧٦,٦٨١,٩ مليون دولار في عام ٢٠٠٩.

eVent Medical Introduces Some of its Medical Ventilation Systems



eVent Medical has introduced the eVolution™ ventilator to its family of versatile, high performance ventilators—designed with the clinician in mind. CE marked, the eVolution is available for sale except in the U.S. The ventilator is designed to offer noninvasive or invasive support for acute, subacute and long term care pediatric through adult patients, and easily allows intrahospital transport. Driven by an internal air source, the eVolution can receive O2 input from either a high or low pressure gas source. Other features include an easy-to-use touch screen user interface, comprehensive graphics and trending, and dual valve technology for precise breath delivery.

Inspiration® neonatal to adult ventilators offer a patented Swiss pneumatic design, providing outstanding breath delivery and patient synchrony. Users find exceptional value in the clinician-friendly graphic user interface, comprehensive graphics monitoring and trending software, ease of transport and simple preventive maintenance. Practical advantages include standard internal battery, emergency backup compressor, integral nebulizer, Heliox gas delivery and ease of use.

In today's NICU and delivery rooms, intubation leads to a higher risk of airway trauma and infections. Stand-alone nasal CPAP machines with proprietary interfaces may mean higher

costs... not better care.

Sophisticated yet easy to use, the Inspiration LS Infant ventilator is a fully featured, highly capable neonatal ventilator. Now available with NC-PAP+ mode—built upon the exceptional performance of its original NCPAP mode—the ventilator allows clinicians to use approved nasal interfaces to provide customized, non-

invasive treatment to their smallest patients.

A unique capability of Inspiration ventilators is eVent Medical's optional CliniNet™ remote viewing system that brings real-time ventilator data and patient management to a centralized location for the entire care team. The intuitive graphic user interface provides viewing access to Inspiration ventilators, allowing clinicians to see up to eight ventilators simultaneously on each computer monitor. ■



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Sky Factory: Enhancing the Patient Experience with Illusions of Nature™

The **Sky Factory** is a unique enterprise based in Iowa, USA that has been bringing the beauty and benefits of nature to interior environments since 2002. The company creates realistic Illusions of Nature™ – virtual skylights and windows – that are especially popular and beneficial in healthcare environments. A fusion of fine art and technology, Sky Factory products alleviate stress and promote a sense of well-being, inner calm, and comfort for patients in stressful medical settings.

Sky Factory Luminous SkyCeilings™ are virtual skylights that bring the soothing qualities of nature to otherwise bare, sterile ceilings. For example, Specialists in Urology in Naples, Florida, USA installed Luminous SkyCeilings in the radiation treatment and CT suites. "I've had more than a few people ask me how we put a large skylight in the ceiling of a radia-

tion vault," said *Scott Johnson*, project manager. "People are quite surprised when we tell them they are looking at a picture."

Sky Factory eEscape™, the company's newest product, is a Digital Cinema virtual window that brings the dynamic beauty of nature – image, motion and sound – to interior environments. A high-tech illusion, eEscape features a wall-mounted industrial-grade HD LCD monitor embedded in a full-size casement window.

Sky Factory delivers vital tools for creating healing, patient-centered facilities. Healthcare applications include patient rooms, waiting rooms, hallways, cafeterias, eldercare, radiology suites and dental offices. Sky Factory EcoSlim Luminous SkyCeilings™ with LED technology are MRI-compatible.

Inc. Magazine and Winning Workplaces named Sky Factory one of



the Top Small Company Workplaces 2010 and featured the company in the June issue.

Sky Factory has authorized partners in countries worldwide, including Lebanon, Kuwait, Israel, Saudi Arabia, Qatar and U.A.E. ■

Philips and SpineMark Sign Global Partnership to Improve Patients' Experience of Spine Care

Royal Philips Electronics and **SpineMark Corporation**, a leader in developing specialized centers for spine care, announced a long-term partnership to build centers for spine care globally. The first centers for spine care resulting from this agreement will be established in the Netherlands, Spain and Turkey in the first quarter of 2011.

SpineMark's Spine Centers of Excellence (spine centers) bring together highly skilled and dedicated spine specialists, allowing patients quick and easy access to care for all spine related needs. These centers create efficient patient triage and care management systems, help manage healthcare costs and provide patients with a complete continuum of care from diagnosis to pain relief, surgery and rehabilitation. The result is a highly efficient, patient-centric standard of care.

As part of this agreement, Philips will draw on its competencies in healthcare, lighting and design to provide an integrated solution to enhance optimal patient outcomes. This includes advanced imaging equipment such as MRI and CT scanners, healthcare IT solutions to improve spine center efficiency, and learning tools for physicians and nurses. Furthermore, Philips will equip the centers with innovative lighting solutions that create a stimulating workplace and improve productivity, as well as design solutions to streamline workflow for spine center staff.

"A major part of spine care is non-surgical. For example complex diagnosis, numerous pain relief interventions and extensive rehabilitation often mean that patients can experience long waiting times for services, repeated referrals and unnecessary expense," said *Dr. Eric Silfen*, chief

medical officer at Philips Healthcare. "SpineMark's innovative care delivery model and our unique partnership will help simplify spine care and create a patient-friendly environment."

Marcy Rogers, CEO of SpineMark Corporation said, "The partnership with Philips offers us access to the tools needed to not only implement the spine center model globally but also manage each center." ■

STERIS Launches Next Generation Low Temperature Sterilization System

STERIS Corporation has announced the launch of the Amsco® V-PRO™ 1 Plus Low Temperature Sterilization System for healthcare environments. This innovative vaporized hydrogen peroxide system has been developed using the knowledge gained from customers operating the original Amsco V-PRO 1 sterilizer.

"We understood that the large square chamber of the V-PRO 1 system was an important productivity booster for our customers," said *John Mills*, EMEA Marketing Director - Low Temperature Sterilization at STERIS. "However, the majority of the items processed each day were non-lumened devices, such as cameras, cables, batteries, telescopes and defibrillator paddles, and we saw the opportunity to develop a new, shorter cycle to further increase productivity."

The V-PRO 1 Plus sterilizer now offers a choice of one-touch automated processing options: a Lumen Cycle taking approximately 55 minutes, and a Non-lumen Cycle which is completed in approximately 28 minutes. These easy-to-use options allow facilities to tailor workflows to their instrument loads, optimizing turnaround times.

"The Amsco V-PRO 1 Plus Low Temperature Sterilization System offers a leap forward in productivity potential for



healthcare providers," states *Sudhir Pahwa*, vice president and general manager of the Infection Prevention Technologies division. "The new options provide greater flexibility, and clearly demonstrate STERIS's ongoing commitment to helping its customers optimise their performance."

The V-PRO 1 Plus Low Temperature Sterilization System has the same environmentally-friendly operating benefits as its predecessor, using the same compact VAPROX™ HC Sterilant to provide up to 15 cycles per container without toxic by-products. Existing Amsco V-PRO 1 owners wishing to enhance their low temperature processing productivity can also upgrade to the new V-PRO 1 Plus capabilities. STERIS Corporation is a leading provider of infection prevention and surgical products and services, focused primarily on critical healthcare, pharmaceutical and research markets. ■

New U.S.-Made ChemWell®-T Competes in World Market

Most U.S. manufacturers generally do not focus on the world market when it comes to smaller economical ELISA, CLIA, and chemistry analyzers, but for almost 30 years, **Awareness Technology, Inc.** has produced quality economical instrumentation for worldwide distribution, with all of their products built in Palm City, FL.

With implementation of original in-house designs, CNC machining, SMT circuit board assembly, and an extensive network of distributors and OEMs, Awareness Technology remains focused on the world market with increasing distribution to Latin America, China, and India. To successfully continue to expand exports of "made in the U.S.A." electronic laboratory instruments to these regions is remarkable in today's economy.

"Made in U.S.A." carries added value. U.S. made products have a well-deserved reputation for quality and reliability, along with solid backup and tech support that the distributor and end user can count on. In many regions, American-made products compete on quality over price, based on the product being well-designed and made with premium components with strict QA and QC throughout, improving product robustness and longevity. Awareness Technology introduced the ChemWell®-T compact automatic chemistry analyzer at the AACC Expo in



Anaheim, CA in July. The demand has been greater than anticipated for the all-new PC-driven open system, which offers 100 test-per-hour throughput with turbidimetric capability, plus a multi-sector rack that permits the user to customize the setup to locate reagents, calibrators, controls, and samples in any position in the rack. Sector configurations accommodate most vials, tubes, and reagent bottles as they come from the kit, with the option of cool and ambient temperature zones in the rack.

The ChemWell®-T is U.S. made, and competes on quality, price, and superior technical support worldwide. ■

Academic Medical Center and DHCC Bolster Healthcare Talent in UAE



The Mohammed Bin Rashid Al Maktoum **Academic Medical Center (AMC)** recently announced the successful conclusion of a two-week specialized Continuing Medical Education (CME) program in collaboration with the **Advanced Health Education Center (AHEC)**, a leading US-based education company, and **Dubai Healthcare City (DHCC)**, an integrated healthcare free zone and a member of TECOM Investments. Held from 6 - 17 June at DHCC, the conference featured a series of

workshops and hands-on sessions on women's health such as ultrasound and mammography, cardio vascular ultrasound, nursing leadership and quality management. Lectures, presentations and live scanning were demonstrated by AHEC experts to enable healthcare professionals attain excellence in delivery of quality patient care, and increase competency in their clinical skills.

Over 20 individual course options were offered to the 135 attendees who earned US ACCME AMA PRA Category-1 credit.

Dr. Ayesha Abdullah, Managing Director of Sciences Cluster, **TECOM Investments**, said: "DHCC's foremost objective is to be a hub for healthcare excellence in the region through facilitating best practice in medicine. This course reiterates our commitment to reinforce medical education in the UAE, bolster talent among professionals and raise patient trust in the healthcare system." ■

Mafraq Hospital Launches 'We Care' Initiative

Mafraq Hospital recently organized 'Mafraq Ambassadors - We Care', a customer service program designed to maximize levels of customer satisfaction and promote quality of patient care. Almost 1,000 of the hospital's 2,700 employees took part in the 'We Care' training program over a period of ten days, with more than 90 staff members trained daily. The program was built on four disciplines fundamental to customer service excellence and first-rate patient care: Courtesy, Attention, Respect and Enthusiasm.

The 'We Care' initiative aims to create hundreds of Mafraq Ambassadors for the hospital – each committed to raising levels of customer care in every interaction across the hospital. Training sessions included guidance on how to respect a patient's privacy; how to build awareness of customers' diverse cultural needs; and how to explain procedures in a simple and straightforward manner to minimise anxiety and misunderstanding.



John Nickens, Chief Executive Officer, Mafraq Hospital, said: "The 'Mafraq Ambassadors - We Care' initiative marks yet another milestone in Mafraq Hospital's quest to provide the community with a world-class healthcare facility. An empowered and enthusiastic team is the key to creating a positive work environment. By building a workforce that strives to keep people informed, assured and well cared for, we can continue to fulfill our commitment to our patients and visitors, and let them know them that 'We Care'." ■

Tawam Hospital Doctors Perform 360 Degree Surgery



Dr. Amr El Shawarby

Tawam Hospital, in affiliation with Johns Hopkins Medicine, recently announced the success of a recent addition to its operating theatre – a specially designed operating table that allows for 360 degree surgery. The table can be rotated 180 degrees, which means that the Tawam surgical team can enter from both sides of the body, both front and back - or posterior and anterior in medical terminology.

The operating table, the first of its kind in the Middle East, is proving particularly beneficial for spinal injuries, including complex dislocations of the cervical spine, which are most commonly associated with trauma patients from road traffic accidents. Since its installation in June, the rotating table has been used on more than 12 occasions, significantly contributing to the recovery time of patients.

Dr. Amr El Shawarby, Chief Neurosurgery and Senior Consultant at Tawam Hospital, said: "Spinal injuries including fracture dislocations of the cervical spine are very difficult to treat on a flat, immobile operating table. Being able to rotate a patient 180 degrees, and manipulate from both sides of the spine, means that the Tawam operating team can restore alignment and dislocate locked facets without endangering the delicate neural structure." ■



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NAVA Helps Premature Babies Breathe Easy



Tawam Hospital, in affiliation with Johns Hopkins Medicine, is the first hospital in the UAE to introduce a pioneering therapy to its Neonatal Intensive Care Unit (NICU). The technology, known as Neurally Adjusted Ventilatory Assist (NAVA), is a new mode of assisted mechanical ventilation that enables the brain of the patient, in this case a premature baby, to control the mechanical ventilator. NAVA technology is provided by **MAQUET Critical Care AB**, one of the leading providers of medical products, therapies and services for Oper-

ating Rooms (ORs) and Intensive Care Units (ICUs). MAQUET specialists were on hand to train and aid therapists with the successful launch of NAVA at Tawam.

The technology uses electrical diaphragmatic activity (EDA) to adjust ventilator support according to a patient's personal needs. The mechanical ventilator senses the electrical signal transmitted from the brain to the diaphragm; the muscle below the lungs vital for breathing. The synchrony between the patient and ventilator helps minimize patient discomfort and thereby reduces the need for sedatives.

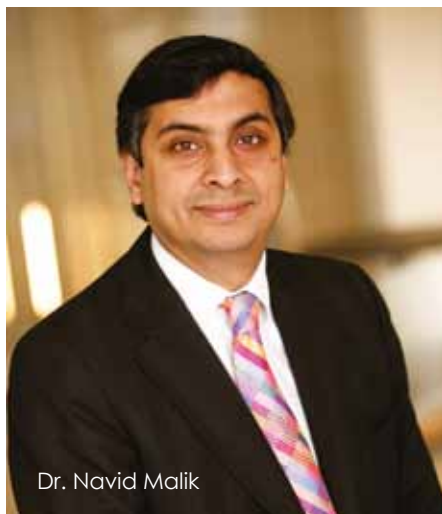
"NAVA offers optimal lung protection and greater safety for newborn infants who require mechanical ventilation," said Dr. Aiman Rahmani, Head of Pediatrics. "As a result of this new support system, several neonates with critical respiratory illness have seen their breathing dramatically improve over the last few weeks." ■

Exceptional Survival Data Key to Competitive Advantage of DCVax®

Northwest Biotherapeutics, Inc., developer of the DCVax® personalized cancer vaccine, recently announced the release of a new detailed report by Pharmaceuticals and Biotech Analyst **Dr. Navid Malik** of the London-based **Matrix Group**.

As part of an in-depth review of the history and competitive landscape of what he calls the "cancer vaccine revolution," Dr. Malik concludes that "NWBT has generated some of the most striking data on survival and delayed time to progression in both brain cancer and prostate cancer that we have seen from any product in the market or in clinical development." Citing both "high dendritic cell purity" and "the single-batch bulk manufacturing process," as "key advantages of NWBT's technology which have not yet been appreciated by the market," he concludes that this gives DCVax® a "competitive advantage...versus virtually all of the other personalized cancer vaccine players."

Linda Powers, chairman of the board



Dr. Navid Malik

of NWBT stated "We are grateful to Matrix for undertaking such a comprehensive analytical review of the increasingly active and promising cancer vaccine field. We are gratified that their conclusions support what NWBT has worked to achieve over the last 10 years: compelling late stage clinical trial results at major institutions for several different cancers." ■

Pfizer Organizes Special Forum for Gulf Nurses



More than 120 Pediatric Nurses gathered together in Dubai, attending the "Trusted Golden Care Forum" organized by **Pfizer Nutrition**, one of the world's leading child nutrition companies. The forum is the first of its kind in the region for nurses. Nurses, often the unsung heroes, play a pivotal role in the health and well-being of our young and loved ones. A total of four experts from the region presented the latest updates in the field of care and nutrition of infants and young children. Topics such as neonatal resuscitation, establishing breastfeeding, appropriate growth measures, and infants with special nutrition needs, were discussed.

Dr. Junaid Khan, CME Consultant, Neonatologist / Pediatrician, Chief of Neonatal Intensive Care Unit (NICU), Al Rahba Hospital, Abu Dhabi, UAE, commented: "Neonatal resuscitation skills are essential for all healthcare providers who are involved in the delivery of newborns." Around ten percent of all deliveries require special intervention by a skilled individual or team. Dr Khan's lecture presented the very important role nurses play and the critical steps required to help newborn babies adapt and survive.

One of the important topics Pfizer Nutrition is keen to support is breastfeeding. The forum was hosted by **Dr. Khaled El Atawi**, Specialist Senior Registrar, Special Baby Care Unit, Al Wasl Hospital, Dubai, UAE. ■

ICLDC Implements Diamond from Hicom to Achieve Excellence in Diabetes Healthcare

ICLDC (Imperial College London Diabetes Centre) in Abu Dhabi, the UAE's largest state of the art medical center dedicated to the treatment of diabetes, has implemented specialist diabetes software, DIAMOND from health-care IT solutions and services specialist, **Hicom**. The system has helped ICLDC meet its strategic objectives including achieving accreditation from the Joint Commission International (JCI) a recognized world leader in health care quality and patient safety.

ICLDC, an initiative of Mubadala Healthcare and Imperial College London, is dedicated to providing high quality, specialized care to patients with diabetes and currently treats around 350 patients every day. DIAMOND gives ICLDC complete visibility of its systems and provides the platform for the management of work flow, patient check-in, blood samples and test results.

Dr. Maha Taysir Barakat, Medical & Research Director and Consultant Endocrinologist at ICLDC, says, "The DIAMOND platform from Hicom allows us to use automated electronic reports to monitor the various parameters we have in place that are important for quality of care, patient satisfaction and patient safety. Gaining JCI accreditation is a process that involves rigorous and objective monitoring and optimization of processes."



Using DIAMOND enables us to automate much of the auditing process, which saves us significant amounts of time and means we do not have to physically follow individuals around the centre, manually collating data from each department."

Whilst JCI accreditation has been a great accomplishment for ICLDC, the center's processes and strategic initiatives mean this is just one of many steps the centre is taking to achieve excellence in the quality of the care it provides. As Dr. Maha explains, "We didn't implement DIAMOND to achieve the JCI standard specifically; but it certainly proved to be an invaluable tool throughout the accreditation process. This is due to the work we had previously undertaken with the DIAMOND system to facilitate ICLDC's adoption of Robust Process Improvement methodology for Quality Control, which enabled ICLDC to achieve and exceed many of the JCI quality standards." ■

Philips Avent Launches Arabic Online Portal

Arab women looking for information and guidance during the journey of motherhood can now find all the answers in a dedicated Arabic website launched by **Philips Avent**, a market leader in parenting and baby products.

The comprehensive Arabic portal - www.philips.com.sa/avent - allows mums to make the most out of their motherhood experience. The dedicated Arabic website provides mums and mums-to-be with expert advice on all stages from pregnancy to toddler feeding. The well-structured content is aiming to boost mother's confidence if it is about breastfeeding or preparing for a new born, as well as about diets, household tips and feeding from day one to toddler stage, so mums now can make the most out of their motherhood experience.

"Following the success during the breastfeeding forum held earlier in Dubai and Abu Dhabi, we have seen a need to reach out to mums not only through seminars and workshops, but also through community activities and websites. The Arabic website is a unique platform and resource targeting Arab mothers with easy-to-read communication tools designed to enhance their understanding of the key issues," says *Vincenzo Ventricelli*, Director Customer Marketing Middle East and Africa. The website is modeled on Philips Avent's successful UK



website which provides mothers with detailed information of every new born stage, particularly the vital first six months, when mothers can feel anxious about breast and bottle feeding, and sterilization.

The section on 6-12 months outlines the transition 'from breast to bowl', offering advice on weaning, easy first meals and teething, while the one-year-plus section shows mothers how to keep toddlers' diets interesting and healthy and lists some useful 'do's and don'ts' when raising children. Philips Avent stresses that the information given in the articles is only intended as general advice and shouldn't be taken as a substitute for professional medical advice. ■

Jordan to Host Phar/MedExpo 2010 MidEast Medical / Pharmaceutical International Comprehensive Exhibition



From a 2nd successful edition of Phar/MedExpo 2009, **Middle East Gate Expo** would like to announce that the 3rd edition of Phar/MedExpo 2010 will be held at the Capital Amman – Jordan from 18th – 21st October, under the Patronage of the Minister of Health, supported by the Biomedical Engineering Directorate, the Jordan Private Hospital Association and the Royal Medical Services with a huge participation and attendance of Iraqi decision makers in Iraqi ministry of health and Kimadia.

Phar/MedExpo includes all aspects of the healthcare industry in the Middle East to open new gates of business opportunities not just in the Jordanian Market but also to cover the Iraqi and the Palestinian Markets, this is of course related to the importance of Jordan's location in the heart of the Middle East, border neighbors are Saudi Arabia, Syria, Iraq, Palestine and Egypt, also taking into consideration that Jordan is the only gate for Iraq to do business and deals.

Not to forget that, and according to a worldwide statistics, Jordan considered number one in the medical tourism in the Arab Region, which leads to open several regional offices and new business in the medical fields.

With the current efforts to restore the infrastructure of the Iraqi medical sector, large amounts of medical materials, supplies, devices, techniques, tools and medicine, which constitute both infrastructure and superstructure of the healthcare industry in Iraq,

are required in order to bring back this sector to the level of its peers in the surrounding area and the world. In fact, part of Phar/MedExpo 2010 will be devoted to the Iraqi market especially after King Abdullah II's recent decision and instructions to facilitate the entry of the Iraqi businessmen and investors, as Jordan has become a point of convergence for the Iraqi professionals, government officials, wholesalers, dealers and distributors.

The Management of Middle East Gate Expo also took into consideration the major role of the Palestinian market, and drew plans and programs to address the obstacles and difficulties facing the medical sectors, which were caused by the bad political conditions in the region and have led to many fundamental challenges in addition to hindering advancement in the healthcare sector. With the cooperation and coordination of major world association and NGO's the medical sector managed to continue functioning without any interruption but not sufficiently.

Phar/MedExpo 2010 offers a real chance to meet the decision makers of both the Iraqi and Palestinian markets plus the Jordanian market - all under one roof. The organizers are confident that companies will achieve their goals in accessing the Iraqi, Jordanian and Palestinian markets and reap financial benefits of their investments in the medical sector. ■

Abu Dhabi Medical Congress to Host Nursing Conference for First Time



In almost all countries nursing practice is defined and governed by law, and entrance to the profession is regulated at national or state level. The aim of the nursing community worldwide is for its professionals to ensure quality care for all, while maintaining their credentials, code of ethics, standards, and competencies, and continuing their education. While some western countries are the front-runners in advancement of technology and other modern developments, the Middle East is not very far behind.

Organized by **IIR Middle East**, the first annual Nursing Conference will take place as part of the Abu Dhabi Medical Congress (ADMC), from 17 to 19 of October, 2010 at the Abu Dhabi National Exhibition Centre (ADNEC). This nursing conference will coincide with the 2010 International Year of Nurses which celebrates the role of nurses as they work to improve health care and help achieve the UN Millennium Development Goals by 2015. "The nursing conference in Abu Dhabi is considered to be a national event where nurses from various backgrounds meet under one roof," says Mr. Obaid Al Jenaidi, President of the Emirates Nursing Association (ENA). "As the event will focus on the various strategies of educational training related to nurses, it is mandatory that nurses from various hospitals, especially the decision makers, participate in this auspicious event." ■



October 2010



UAE

Emergency Exhibition & Congress 2010

17-19 Oct, Abu Dhabi National Exhibition Centre, Abu Dhabi - UAE

Org: IIR Middle East

Office 301, Sultan Business Centre
PO Box 28943

Dubai, UAE

Contact: Zuzana Laukova, Conference Manager – Exhibitions, Emergency Congress

Tel: + 971 (0) 4 3365161 Ext. 505

Fax: + 971 4 3364021

Email: zuzana.laukova@iirme.com

Web: abudhabimed.com



JORDAN

Phar MedExpo 2010

Middle East Medical/Pharmaceutical International Comprehensive Exhibition

18-21 Oct, Amman, Jordan

Org: Middle East Gate Expo

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Jordan

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Fax: +962 6 552 7311

E-mail: info@me-medexpo.com

Contact: Dana Aweineh

E-mail: dana@meg-expo.com

Web: www.me-medexpo.com



EGYPT

MENA Healthcare Infrastructure Investment & Finance Summit 2010

27-28 Oct, Cairo - Egypt

Org: Euroconvention Conferences

Avenue Victor Jacobs 78, B - 1040
Brussels

Tel: +32 2 733 5940

Fax: +32 2 733 6440

E-mail: info@euroconvention.com

Web: www.euroconvention.com

November 2010



UAE

ICAAM 2010

The International Congress in Aesthetic, Anti-Aging Medicine & Medical Spa Middle East
26-27 Nov, Al Bustan Rotana Hotel, Dubai, UAE

Org: IIR Middle East

Sultan Business Center

PO Box 28943

Dubai - UAE

Tel: 971 4 3365161

Fax: 971 4 3364021

E-mail: icaam@iirme.com

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SAUDI ARABIA

Saudi MediHealth

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28-30 Nov, Dhahran International Exhibition Center, Dammam, KSA

Org: IES srl - International Exhibition Services

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36,400 - 01036 Nepi (VT) - Italy

Tel: +39 0761 527976

Fax: +39 0761 527945

E-mail: exhibition@saudimedihealth.com

Contact: Sarah Ashmore

E-mail: sa@ies.co.it

Web: www.saudimedihealth.com



UAE

HIMSS Middle East 2010

8-10 Nov, InterContinental Hotels & Resorts - Dubai Festival City, Dubai - UAE

Org: The Healthcare Information and Management Systems Society (HIMSS)

Contact: Steven Yeo, Vice President, HIMSS Asia & Middle East

Tel: +65-98485259

E-mail: syeo@himss.org

Web: www.himssme.org/10/

December 2010



TURKEY

MEDIST 2010

8th International Medical Products, Laboratory & Hospital Equipment Exhibition

2-5 Dec, CNR Expo - Istanbul, Turkey

Org: CNR Expo

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Web: www.cnr-medist.com



IRAQ

Iraq Medicare 2010

The International Exhibition Serving the Medical Needs of Iraq
6-9 Dec, Erbil International Fair Ground, Erbil - Iraq

Org: IFP Iraq (Member of IFP Group)

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Web: www.ifpiraq.com



QATAR

Qatar Health 2010

International Healthcare Congress and Exhibition

10-15 Dec, Doha International Exhibition Center - Doha, Qatar

Org: Hamad Medical Corporation

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MENA Health World
عالم الصحة للشرق الأوسط وشمال أفريقيا

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تمت الطباعة عند شمس للطباعة والنشر

جميع حقوق النشر محفوظة سي بي أنش ورلد ميديا. لا يسمح بإعادة نشر المعلومات الإلكترونية أو المطبوعة في مجلة "عالم الصحة للشرق الأوسط وشمال أفريقيا" إلا بإذن مسبق من سي بي أنش ورلد ميديا

عالم الصحة للشرق الأوسط وشمال أفريقيا

أيلول (سبتمبر) - تشرين الأول (أكتوبر) ٢٠١٠ / مجلد ٢٥ - عدد ٥

Platelet Rich Plasma (PRP) in Aesthetics Applications

The Platelet Rich Plasma (PRP) processed for skin regeneration is a new innovative technique developed by Regen Lab SA in the last 10 years. PRP is produced from the patient's own blood through centrifugation in order to obtain an autologous concentration of human platelets in a small volume of Plasma (4ml). More than 85 % of the platelets are harvested by this technique and their concentration is measured from 250 to 800 * 10⁶ platelets per ml. PRP also contains leukocytes needed for the defense against microorganisms, and plasmatic proteins necessary for the production of a gel scaffold. Moreover, PRP is a provider of essential Growth Factors, such as: EGF, VEGF, PDGF, TGF, IGF, KGF, which have been proven to be actively secreted by platelets to initiate all wound healing processes and tissue regeneration. Because all constituents retrieved in PRP are of autologous origin, the risk of a local immunological reaction, transmission of diseases, or side effects are ruled out.

PRP is an autologous, in situ and extemporaneous product and its preparation with RegenKits is easy and rapid, providing an efficient product for aesthetics applications. I frequently use PRP for skin rejuvenation with nappage cell mesotherapy. PRP is injected in the papillary dermis through mesotherapy technique. This highly and specific vascularized area permits to have a



slow release of platelets and growth factors toward the reticular dermis where they will stimulate fibroblasts proliferation and new Extracellular Matrix formation to restore elasticity, texture and structure of the damaged skin. PRP also acts on the epidermal layer for tone and secretions of the skin. This treatment can be performed in all areas where regeneration is needed such as face, neck, cleavage, back of the hands, arms, scalp, etc.

For thin wrinkles, I also use pure PRP in retro tracking injections. It gives very good results for the peri-orbital (especially lower eyelid and dark rings) and peri-oral areas for smoothing effect.

For deep wrinkles I use a biomaterial derived from combination of PRP with autologous thrombin. Indeed this mixture permits to quickly obtain a gel under the skin after injection forming a dense bio-scaffold working to correct volume defects.

PRP-gel has not only the function of volumetric filler, but also induces regeneration of a new tissue identical to the surrounding tissue of the injection site. Since, this filler product is autologous, bruising is reduced and it does not induce fibrosis encapsulation (no risk of potential granuloma).

This technique gives a natural and smooth result even it is a longer term process. Indeed, three injections at 1 or 2 month of interval are needed to obtain final result. Then, 1 injection every 6 - 12 months (depending on age and habits of the patient) permits to maintain the results.

Aesthetic treatment is one of the biggest markets all around the world, and increases every year in incredible proportions. The cell biostimulation technique with Autologous PRP gives all doctors the possibility of treating their patients with sterile and authorized materials (KITS) in safe, secure and efficient ways.

The treatment of the oxidative stress and the biostimulation of a new collagen thanks to autologous PRP can regenerate the dermis and decrease the ageing process. The tissue regeneration (autologous), thanks to the Growth Factors and the Stem Cells present into the plasma, is the realistic future for the 21st century medicine. ■

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البلازما الغني باللوحيات والمستخدم لتجديد البشرة هو عبارة عن تقنية جديدة ومبتكرة طوّرتها شركة ريغن لاب خلال السنوات العشر الأخيرة. يتم إستخلاص هذا البلازما من دم المريض نفسه بواسطة التنبيذ للحصول على نسبة مكثّفة من اللويحات البشرية الذاتية داخل كمية صغيرة من البلازما (4مل). يتم حصاد ما يزيد عن ٨٥٪ من اللويحات بواسطة هذه التقنية، تتراوح كثافتها بين ٢٥٠ و ٨٠٠ مليون في الملييلتر الواحد. يحتوي البلازما الغني باللوحيات أيضاً على الكريات البيضاء التي يحتاجها الجسم لمحاربة الميكروبات وعلى البروتينات البلازمية الضرورية للحصول على سقالة من الجل.

يشكّل هذا البلازما مصدراً للعديد من عوامل النمو الأساسية التي تفرزها اللويحات لبدء عمليات شفاء الجروح وتجديد الأنسجة. وبما أن كل المركبات في هذا البلازما مصدرها المريض ذاته، ليس هناك خطر حدوث ردات فعل مناعية أو إنتقال أمراض أو مقاعيل جانبية.

يستعين الدكتور آلان غوندينيت بالبلازما الغني باللوحيات لتجديد البشرة في العمليات التجميلية عبر حقنه في الأدمة الحلّمية. تسمح هذه المنطقة الغنية بالشرابين الدموية بالحصول على إطلاق بطيء للويحات وعوامل النمو نحو الأدمة الشبكية حيث تحدث على تكاثر الخلايا الليفية وتكون راح خليوي خارجي جديد، الأمر الذي يسمح بإعادة المرونة والبنية والتركيبية للبشرة المتضررة.

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