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Benchmarking Our Work; Can We Be Inspired!.



My very hope is when this issue goes out for distribution, after the many edits required before it is sent out to our printing press, is that many of you; partner suppliers, valuable customers, friends or colleagues and very close team mates at MI, start rushing back feedbacks on how as an organization we can put forward higher standards and “step up” our benchmarks to ensure our valuable customer base enjoy optimal outcome from the services we cater for and offer.

Looking forward I am inspired by the great achievers of our time and all times; classical drama legends, forward leaders & entrepreneurs who made a huge difference to our contemporary life style and status- quo bringing forward the experiences we live and yet to go through whether when we enjoy soft social welfare basics, spiritual life existentialisms or experience scientific excellences. Maybe my dreams and thoughts today are challenged by the “naked” great youth revolution of Egypt January 25th, 2011 that made it possible; changing a strongly rooted, deeply established system, by simple appeals to dignity, freedom and self actualization.

Why the above is so important to our business, maybe vital; simply because it is no longer acceptable for our young generation of professionals; doctors or otherwise advanced health care providers, to accept and surrender to the tragedies we have to live with today in health care industry standards in terms of low end competition, government discounting surgical fees and third party “low frill” pricings. Doctors, “Wise Man” of all times, are individuals who challenged there very well established status quo throughout history and brought forward generation of humans to live functionally longer and enjoy life with the many advancements they challenged and made possible; Today’s 90 year old living being experience equal functionality to what yesterday’s 60 years being was unable to live with and on many levels.

The out of the ordinary, out of the very clichés facts we live with, is something we are after as an organization and determined to allow our valued customer to enjoy, and dare to live from experiencing our advanced service and better customer satisfaction thus our product choices and our approach might not be as traditional as many would like but I assure everyone to sit back, relax and wait and see the final outcome will surely be well in focus..

Your colleague, partner and friend,

Walid G. Barake
President and Founder

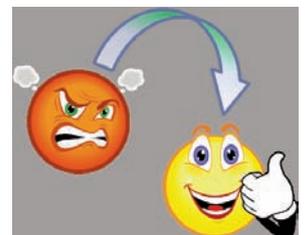
Complaints@medicalsintl.com

Medicals International views its clients as partners and from that base is committed on bringing them highest quality service in the industry.

If something goes wrong, we need to be able to put it right and take action to ensure it doesn’t happen again.

Turn your experience with us into a successful one and help us improve our quality service by sending your complaints to our newly created email

address, complaints@medicalsintl.com, received by team members solely dedicated to receive your complaints and ensure proper action is taken in that regard.



New Stylish Colors!

Medicals International is proud to announce the birth of the new generation of our cosmetic contact lens segment, the Stylish brand with two breathtaking tonalities:

Tri-kolor Stylish Gray and Tri-kolor Stylish Brown.

Why Stylish?

In our 16 years of experience in the Middle Eastern markets and the success that we had for all the past years in our Tri-kolor line, and our continuous search for products that will truly fit the need of our valuable consumers, we made an extended effort this time to get Laboratorio Pfortner-Cornealent of Argentina to bring you what you have been, for a long time, looking for!

A Breathtaking Stylish Look!

Both colors have now:

- Darker enhanced blackish contour to give the eye the definition and charm your clients are looking for!
- Darker hazel contour to allow more define transition from the pupil contour to the tinted part of the lens,
- Two new astonishing colors, allowing a new Era of Grey and Brown textures mixed in the best micro-pigmentation technique that will provide your clients with superior comfort and health for their eyes.

The need of the two Stylish colors came out after a long research in the field to find the best combination that might fit the needs of the clients in the Middle East region.

Join us in our "SEARCH FOR EXCELLENCE" and fit all your clients asking you for a different appearance, a different choice or an exceptional look with Tri-kolor Stylish.



Mireille Gemayel,
Sr. Sales Manager, CL
MI - Beirut

HIGH IMPACT FRESH COLORS

NEW STYLISH BROWN **NEW STYLISH GRAY**

BLUE GRAY **GRAY** **GREEN**

DARK GREEN **BLUE** **HAZEL**

WAI CON
TRI-KOLOR
COSMETIC CONTACT LENSES

Why Should You Use Biomedics Toric Lenses?

The diagnosis of astigmatism has increased in the past few years. The escalated utilization of electronic media in the work places has posed increased eye problems. The use of computers, mobile phones, televisions and other such digital modes has only worsened the eye conditions of the layman. Astigmatism is among one such outcome. Although astigmatism is said to be more frequent in people of older age, nowadays even children are suffering from this optical defect. Thanks to the **Biomedics Toric** contact lenses, this defect can now be corrected in the most trouble-free way.

Produced under the banner of *Cooper Vision*, Biomedics Toric contact lenses are probably the best solution for those persons who are suffering from astigmatism. A high quality and trusted brand in the line of soft contact lenses, Cooper Vision houses the production of large number of contact lenses meant to rectify possibly all kinds of optical defects – from the simple myopia to the more complex astigmatism. Biomedics Toric lenses are equipped with superior technology and deliver maximum visual accuracy and high level of comfort. These lenses also possess features like different replacement facilities and flexible wear-

ing so that the users get the best vision with minimal trouble.

Biomedics Toric contact lenses have better comfort level than do the other ones. The best part about these lenses is that they have maximum water retention capability that keeps the surface of the lens moist for a long time. Also the horizontal thickness is distributed uniformly over the entire fiber ring that provides the surface maximum stability so that the lens does not rotate while blinking and hence results in a persistent and stable vision. No wonder that with all these desirable features Biomedics Toric lenses are becoming a more prevalent choice as a solution to this problem.

It isn't surprising that eight out of ten patients suffering from astigmatism prefer Biomedics Toric lenses from Cooper Vision. If you are encountering with astigmatism, then definitely you should buy Biomedics Toric contact lenses from Cooper vision for clear and persistent vision.

Bilal Kanso,
Territory Manager, CL
MI - Jeddah

— Launching Clearkone in Al - Nour

The advanced procedures of treating keratoconus revealed new challenging horizons in fitting the patients with RGP lenses.

Our new Rose K designs (PG and IC) offer a new technology for the post graft cases and the irregular shapes of the cornea. The reverse geometry design gave the practitioners steeper lens on the periphery offering a minimum touch on the peripheral cornea in post grafts and post corneal rings.

Challenging cases remained unsolved by RGP's, especially intolerant patients, creating the need for a new approach in fitting these patients.

With its revolutionary design, **Clearkone** made it possible; a hybrid lens with a hydrogel skirt for maximum comfort with a GP center creating a new concept in sparing the corneal surface and creating a tear film vault that acts as a refractive surface offering maximum visual acuity without worrying about corneal erosions due to the extended touch induced by lenses.

“Restoring Vision, Changing Live” was the slogan in which we introduced Clearkone lenses to **Al Nour hospital-Damascus** on 20 October and 3 November 2010.

Our launching plan was in a two-episode presentation performed by our MI colleague Charbel Farfour. The first presentation included highlights of keratoconus and introduced Rose K as the first line of defense in managing KC patients while the second presentation introduced Clearkone lenses intervention with the fitting steps.

Live fitting cases were performed at the end of the presentation in the presence of the doctors and optometrists.

Rose K and **Clearkone** lenses are offering a complete system in fitting KC patients with all the vision and comfort that every patient deserves because, as always, we think of what is better for the patient first.



Martin Deeb,
Assistant Sales Manager, CL
MI - Syria

— Launching Clearkone in Riyadh

RGP lens business especially in KSA is of great importance for *Medicals International* mainly due to the high incidence of Keratoconus, most probably the highest in the world. Rose K2 now overwhelms the market of RGPs in KSA and the newly launched Clearkone is starting to take its position as a hybrid lens market-leader.

When I heard that Clearkone is available in our company, I was very anxious to bring it here to Riyadh knowing that its competitor, Softperm, has already been discontinued by Ciba vision. Softperm has caused a lot of problems to the patients' eyes due to its low Dk and its poor fitting especially that they didn't use fluorescence to assess it. Although it seemed as an easy launching, but in reality it was challenging to give it a successful start and to put it with Rose K on the top of keratoconic lenses.

At the same time, we had to take a good attention on the positioning of the Clearkone. We didn't ever want to replace the Rose K2 business with the Clearkone since both lenses have their unique and specific roles. Rose K2 is mainly the starting lens that we should use in fitting keratoconic patients knowing that its different designs are capable to cover all the corneal irregularities. Now, the Clearkone target is mainly the old softperm wearers that are intolerant to the RGPs and certain cases in which Rose K2 is not ideal. One more important target for the Clearkone is the patients having Intacs since Clearkone has no touch on the cornea and so causes no Intacs awareness.

Finally, I believe we are now on the right track in positioning the Clearkone as a market leader in hybrid lenses alongside with the Rose K as a market leader in RGP lenses.



Sleiman El Banna,
Territory Manager, CL
MI - Riyadh

— SLT More Effective as Primary Treatment Following Glaucoma Therapy

SAN DIEGO — A higher mean IOP decrease and reduction were achieved in glaucoma cases that received selective laser trabeculoplasty without previous medical therapy than those that did, a study found.

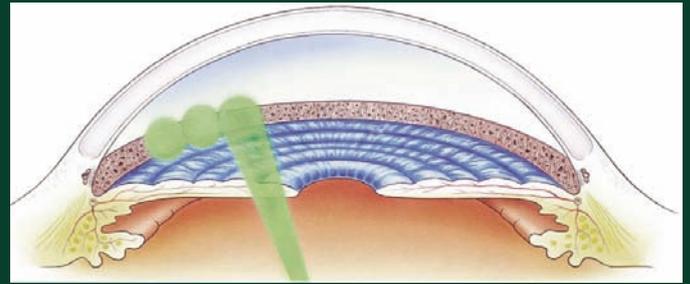
Lawrence F. Jindra, MD, and colleagues presented results of a large retrospective chart review in a poster study at the American Society of Cataract and Refractive Surgery meeting here. The study looked at the impact of previous prostaglandin treatment on SLT in lowering IOP in glaucoma patients.

"Our findings ... suggest that the IOP-lowering effects of SLT treatment are more effective when used as initial therapy than when used as adjunctive therapy following treatment with prostaglandin meds," they said.

The study examined 1,614 of 3,034 eyes in a case series that received SLT over 8 years. There were two groups: 236 eyes that were treated initially with prostaglandin followed by SLT and 1,378 eyes treated only with SLT.

Dr. Jindra and colleagues found a mean IOP decrease of 31% for SLT-only eyes and 23% for prostaglandin-SLT eyes and a 35% greater mean IOP reduction in SLT-only eyes.

Disclosure: Dr. Jindra has received honoraria from Ellex Corporation in the last year; his co-authors have no financial disclosures.



— easyPhaco® Technology – Best Practice Fluidics!

EasyPhaco® presents a giant step forward in safety, speed and comfort of ultrasound phaco emulsification. easyPhaco® uses an entirely new fluidics concept with high fluidics and vacuum settings. Chamber collapses are practically eliminated and have become a thing of the past. Ultrasound transmission is in axial direction only and energy coupling efficiency is a multiple of traditional phaco. Since high vacuum and optimized tip mouth result in easy occlusion and strong holdability, repulsion is eliminated and all energy is absorbed in the core material with no lateral energy radiation. easyPhaco® also offers magnetic followability. Fragments are axially drawn to the tip mouth and no turbulences are present.

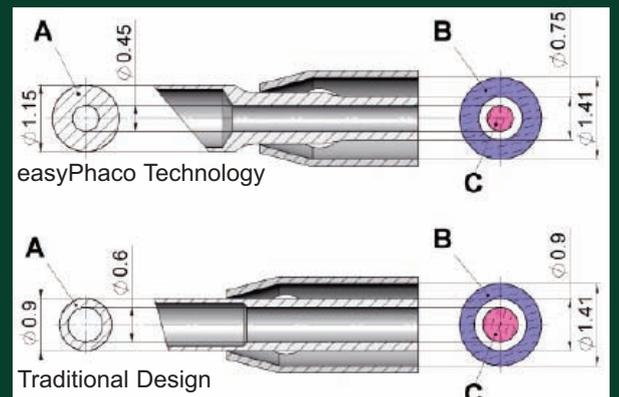
easyPhaco® is available for all incision sizes, be it for coaxial micro incisions with easyTip®CO-MICS (1.6mm-1.8mm), for highest efficiency with easyTip®2.2mm or for extremely hard nuclei with easyTip®2.8mm.

easyPhaco® is compatible with the Oertli OS3, faros™ and CataRhex® SwissTech surgery systems as well as all Oertli hand-pieces.

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Tomey Automated Perimeters

Tomey Automated Perimeters are developed to meet the needs of modern Ophthalmology. They are designed to fulfill all standard tests and it is therefore economically extremely attractive. Using the state of the art available technology such as LED-illumination, blue on yellow tests and electronic assisted patient positioning, this perimeter sets the latest standards in modern perimetry.

Tomey automated perimeter is available in two models. The AP-1000 comes with a modern external cube PC that communicates with all USB printers. The design of the AP-2000 is more compact due to the integrated PC that is built in inside the perimeter. This saves valuable space and reduces cables. Both perimeters can be connected to any computer monitor and any printer for viewing and printing. You can print the results in color.

Let's have a closer look at the modern additions in this perimeter.

Modern Eye Tracking System

Both systems are equipped with a "state of the art" digital passive eye tracking system similar to what is available in some lasik machines. It records only measurements taken under perfect fixation conditions. Rejected recordings will be automatically repeated. The patient's eye is displayed at any time during the examination for visual control by the examiner. Of course, the fixation control with Heijl-Krakau method (blind spot method) is also integrated. The Heijl-Krakau method depends on applying a stimulus to the blind spot to test for proper fixation. The examiner has the option to choose the Heijl-Krakau method or the digital eye tracking method. The incorporated digital camera also helps the examiner to properly position the patient and monitor him during the examination.

Short Examination Time

Due to the fact that the units can take former testing protocols of the same patient into consideration, the examination time can be reduced tremendously. Already known defects will be screened and not necessarily checked through a complete testing routine again.

Pupil Measurement

You can measure the pupil diameter at any time even before, after or during the examination. This is done by using an option in the software of the machine.

Multilingual User Interface

Tomey Perimeters are equipped with a multilingual user interface. Additional languages can be easily integrated.

Customised Test Programs

Beside the standard tests you have the possibility to define new customized examination programs or change the parameters for your individual needs. An unlimited number of customized test programs can be added.

The following test fields are available by default:

- Central 22°
- Central 30°
- Driving
- Full
- Glaucoma
- Macula
- Peripheral
- Wide

Driving Test

The integrated standard driving test can be modified according to your individual demands.

Modern Data Handling

The AP-1000 comes with a modern cube PC that communicates with all USB printers. All acquired data can be transmitted to a network and sent in many different formats depending on your requirements. The design of the AP-2000 is more compact due to the integrated PC. This saves valuable space and reduces cables.

LED-Technology / Blue On Yellow Test

The AP-2000 integrates the LED background illumination and provides, using Goldman V fixation spot size, a standardized blue on yellow test routine. Short-wave automated perimetry can be done which is known to detect glaucoma damage earlier than white on white perimetry.

Electronic Chin Rest

The AP-2000 is equipped with an electronic chin rest for exact patient positioning. You can click by the mouse to elevate or depress the chin rest. When you do this, the test will stop until the adjustment is made.

Comparison of Results

The software can compare different exam results and print a comparison of these results. This is very helpful for follow-up of patients with glaucoma.

Data Export / Import

Selected data (patients and/or exams) from the perimeter database can be exported to an external file, for example to exchange the data between perimeter systems working in different places. The external file can also be given to the patient who can then show the exam results to another doctor working with Tomey software. These data can also be sent to any office by the internet.

Defect Graph (Bebi graph)

A Defect graph illustrates the summarized defect of an exam result. The graph is obtained on the basis of Age Normal deviation values. The vertical axis represents Age Normal deviation values. All tested points are located along the horizontal axis in decreasing order, so that points with high sensitivity are located on the left and points with low sensitivity are located on the right. When the eye's sensitivity is decreased (for example in case of cataract), a defect curve would be lowered. Local changes of the field of vision will lower a defect curve in its right part. The deeper the defects, the steeper the profile of a curve. If the local sensitivity is better than expected, a defect curve will be elevated in its left part.

All points within the norm are marked with blue colour, above the norm with green colour and below the norm with red colour.

Glaucoma Hemifield test (GHT) – Glaucoma Region Comparison

This parameter is constructed by comparing five zones from the upper hemi field with identical, mirror-like zones located in the lower hemi field. Zones are located in places where the effect of glaucoma can be seen with high probability.

Flicker Settings:

Flicker – defines if the stimulus is supposed to shine constantly or if it is supposed to flicker with a set frequency. The user can define the frequencies for the custom flicker testing. The points lying on a certain ring (rings are denoted as 1° to 50°) can appear with the frequency defined for this ring.

Ayman Alkawas, MD

Assistant Professor of Ophthalmology,

Faculty of Medicine - Zagazig University

Former Fellow of Vitreoretinal Diseases and Surgery

Oakland University, MI, USA

Saudi Ophthalmological Society 2011

End of February is a time of the year when hundreds of ophthalmic scientists will gather at **King Fahed Cultural Center** in Riyadh to attend and participate in the Saudi Ophthalmological Society, and this year was no different.

Medicals International was there from the first day, February 27, 2011 till the last on March 2, 2011.

Specialists, technicians, engineers, all of us believe in Medicals' Slogan "We Think of the Patient first!". Reinforcing such message required a lot of people on board with solid background in ophthalmology and understanding of its different fields.

We would like to thank all doctors, optometrists, scientists, engineers, nurses, competitors, organisers, and everyone who visited our booth. We were enriched with your presence and shared positive experience.

After 5 lucrative days for us in SOS, we were proud to join all attendants and participators in the farm of his Highness **Prince Abdul Aziz Bin Ahmad Bin Abdul Aziz Al Saud** for a ceremony where Medicals International team were glad to have received a Certificate of Merit.

Again, thank you for all MI partners and colleagues, and we promise as always to keep looking forward.



Elie Abou Aziz,
Sales Manager, Ophthalmology
MI - KSA

Do Your Patients Know the Difference?

When your patients are faced with implant treatment possibilities, they start gathering information from many sources, and in many cases it's done in an un-organized and non scientific approach due to their lack of knowledge.

How can the doctor help his patients to be better informed in order for them to make their decision regarding dental implants? And how can the doctor explain why **Astra Tech** implants are different than the others?

Answering those questions had been the subject of many studies and activities at **Astra Tech** and **Medicals International** during the passing couple of years, and the focus is: Growing the doctor's Practice & Educating Patients.

The first question a doctor must ask: is my team ready?

Offering implant treatment must be integrated in the daily practice and culture of the dental clinic, thus the staff, the nurses and everyone else involved must be aware and able to answer basic questions like:

- 1-What are dental implants?
- 2-What are the parts included in a dental implant treatment?
- 3-How much will a treatment might take?
- 4-Is there any other options to replace the implant treatment?
- 5-What are the different surgical and prosthetic steps involved?

Knowing the answers to the questions above will make the staff in the clinic more confident and more comfortable when talking about implants or when giving some information to the patients. And when the staff are relaxed and confident, that will affect positively the patients.

How can we help you in that point?

In every country in the Middle East and the Arabian Gulf, we already began setting up hands-on sessions and educational sessions for the clinics' staff and nurses. And in some cases we took it a step further to go beyond the dental treatment to the overall dental practice. All what you need to do is call our local representatives and ask for this valuable service and we're ready to go all the way to coach your staff.

Then patients come to your clinic with all sort of questions, and the worst, with all sort of pre-judgments and false information about implants, and they generalize it !!

Here, the best way is to provide them with the proper explanation about their specific clinical case and how implants can treat it. The good thing is that this part is executed by most doctors. But how can you make your "presentation" more efficient?

Astra Tech has developed many tools to help presenting and explaining the different options in implants (example: single tooth restorations, or partial ones, or overdentures). Table top Flip-Charts are one of those tools that support the doctor in presenting a visual back up to what the doctor is saying by forms of pictures.

Other tools are Astra Tech patients' brochures that can be used in the reception area. Here Medicals International is providing Arabic translated brochures for your Arabic Language speaking patients. All what you need is to ask for it if you think it will help your patients.

Another advanced form of education is the video short movies. Animated clips are very important and would help the patients understand faster. Not all clinics can provide a support for such a tool, but when they can, we are ready to provide them with the adequate clips. Studies had shown that your customers will be more confident and more receptive with such

kind of informative tool.

Another issue faced by the doctor is the value of his or her service. Many times patients walk in and start bargaining. And that issue is more relevant when the doctor uses Astra implants, which are considered to be the highest quality implants, and as you know, better products are more expensive than the rest, it's been always the case in all industries, specially in the medical field.

And I've learned throughout the years that it's so much better to explain a higher price than to apologize for bad quality.

So how would the doctor explain his higher value and price of implants when he uses Astra?

Here, things get tricky, because first you need to provide the patient with the correct scientific data at the same time the information **MUST** be easily received and understood. It **MUST** be right to the point, and it must show the competitive advantage.

What makes Astra implants different for the patients?
1- The FDA cleared the claim of Astra being the implant system that helps preserving the bone around the implants. What does this mean for the patients? Astra have the lesser risk of losing bone, and thus the patient will have a piece of mind that his or her jawbone is preserved.

2- Bone is preserved, yes. But till when?
The doctor here can present easily the very long years of research and development undertaken by Astra and the dozens of clinical studies showing the success of the implant after 3, 5, 10 and 20 years. A small binder can be prepared for this purpose with a 1 page summary that can be distributed to the patients in case they ask for it and if they had the scientific curiosity. The direct benefit of this fact is to provide the patients the necessary peace of mind when facing the implant treatment.

3- The design of Astra implant:
Astra implant have a very unique design, from the outside with the Microthreads, and from the inside with the internal 11 degrees Conical Seal Design. Those 2 main features would make all the difference and can be seen easily if the doctor has in hands an implant model to show it while explaining. Add to this the fact that sometimes patients compare chemically modified surfaces to a regular one without knowing the difference and the higher value of the first one and they think the prices should be comparable, which is not the case.

Then after the completion of the treatment, does the patient know the importance of the maintenance? Like natural teeth, implants must be preserved, maintained and taken care of. And for that reason Astra Tech developed special educational material to explain the necessary maintenance instructions, for all indications.

We see ourselves more than just an implant provider. Being focused now on growing practices and providing higher patient satisfaction is our goal, and working closely with the doctors to achieve it is our main strategical orientation in the dental market.



Bassam Khoury,
General Manager, GCC
Business Manager, Dental Line

Laser Stops, May Partially Reverse AMD

The idea to use a nanosecond laser-based treatment to impede the progress of age-related macular degeneration (AMD) seems to have been fruitful.

The results of a pilot study of a non-thermal nanosecond laser therapy (Ellex Retinal Regeneration Therapy [Ellex 2RT], Ellex) indicated that of the 14 patients followed for 6 months after treatment, 10 have improved vision in the treated eye, said **Robyn Guymer**, MB BS, PhD, FRANZCO, who oversees the Macular Research Unit, Centre for Eye Research Australia, University of Melbourne, Royal, Victorian Eye and Ear Hospital, Melbourne, Australia.

The laser treatment, according to the Centre for Eye Research Australia, involves a specially designed novel laser device that delivers a controlled nanosecond dose of laser energy into the eye. The laser was designed in collaboration with Professor **John Marshall**, PhD, FRCPath, FRCOphth (Hon), at St. Thomas' Hospital, London, who has worked for many years to understand the initial determinants of AMD.

Eliminates drusen

Dr. Guymer and colleagues found that the laser therapy eliminated drusen in the treated eye and in so doing, the investigators hope to reverse the degenerative process of AMD and save patients' sight. The difference between this technology and currently available treatments for AMD is that this laser can be applied before patients actually lose vision. With most AMD treatments, the disease is not addressed until it has reached the late stage, when vision cannot be restored.

Twenty patients with bilateral high-risk early AMD were initially enrolled in the study and one eye of each patient was treated with one dose of energy using the laser. The fellow eye served as a control. The laser was applied in one session with 12 subthreshold 400- μm spots placed in a clock-hour distribution 1,400 μm from the fovea in one eye, Dr. Guymer explained.

To date, 14 patients have been followed out to 6 months. Of these, 10 patients had improved visual function or the drusen resolved. In some cases, the effect of the laser was not evident until 6 months after treatment. The parameters that showed improvement were dark adaptation, flicker, color thresholds, visual acuity, and drusen resolution.

A major advantage of this laser is that no retinal burns develop, which implies minimal damage to the retinal tissue.

"Of great interest, the 10 fellow eyes also improved in either visual function or drusen resolution," Dr. Guymer said.

This improvement was unexpected, she noted. The parameters that showed improvement in the fellow untreated eye were also dark adaptation, flicker, color thresholds, visual acuity, or drusen resolution.

Clearly, the laser is inducing some long-term systemic effect that is able to affect the contralateral eye, and we are currently working to investigate possible mechanisms that could cause this response, Dr. Guymer noted.

The investigators found that the greatest retinal dysfunction in the 14 patients was in the parafoveal area, where geographic atrophy usually starts, she said.

"In our first 14 patients, this area of greatest dysfunction

improved in seven treated eyes and one fellow eye," she said. Interestingly, the improvements in the retina were not related to the position of the laser spots nor necessarily where the drusen resolved.

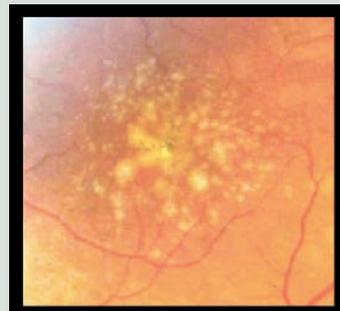
According to the investigators, "it is anticipated that [the laser] will address at least one underlying process in AMD, reduced flux across Bruch's membrane. The laser design should enable the positive features of previous laser studies for early AMD to be harnessed without entertaining any of the negative effects such as neovascularization."

Reversing the drivers

Dr. Guymer said that the improvement that was seen in the area of the worst retinal dysfunction suggested that "the treatment may be reversing the drivers of the disease."

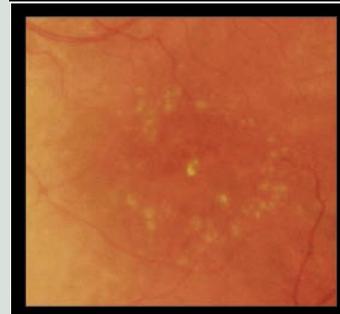
"A long-term, formal, randomized clinical trial is needed to determine if [the laser] does reduce the progression to vision loss in AMD, but the early results are very encouraging," Dr. Guymer said.

The investigators hope to treat a total of 50 patients in the 2-year pilot trial. The laser therapy also has shown promise for the treatment of diabetic macular edema.



Pre-Treatment:

The retina shows extensive drusen (i.e., yellowish spots that form in the retina and are early signs of dry age-related macular degeneration).



Post-Treatment:

The retina shows drusen reduction.

Dr. Guymer has no financial interest in this technology. Study support was provided by Ellex Research & Development Pty Ltd. and the Victoria State Government.



Robyn Guymer,
MB BS, PhD, FRANZCO
E-mail: rhg@unimelb.edu.au

Schwind Amaris 500Hz: The Newest Gold Standard in Laser Refractive Surgery

Middle East: Introducing the newest and most up to date generation laser technology with a robust technology platform.

Since the founding of Schwind in 1958, the company has introduced a broad range of quality technology for ophthalmology to the market. The company's engineering quality continues to evolve to meet the demands of surgeons worldwide. **Schwind** and **Medicals** are proud to introduce the line of Schwind Amaris smart tech laser system operating at 500 Hz with 5 dimensional eye tracker in addition to SIRIUS Scheimpflug System Topographer with ICRS overlay and Keratoconus detection software, Pendular Microkeratome, and by year end the Nano Technology for cornea. To date, over 900 Schwind laser systems have been installed worldwide; we expect the installations to increase in the Middle East over the next one to two years.

"...to date over 900 Schwind laser systems have been installed worldwide"

We officially launched the Total Technology Amaris platform in 2010. The Total Technology Amaris platform includes the following applications with important software modules available:

- 500 Hz with Intelligent Thermal Effect Control
- Flying spot with automatic Fluence Level Adjustment
- Eye tracking in 5 dimension along with 1050 Hz Turbo eye tracking
- 1050 Hz Pupil and Limbus tracking with Automatic pupil size control and center shift compensation
- Optional cyclotorsion control
- Touch screen monitor
- PRK, TransPRK, LASEK, LASIK, FemtoLASIK, PTK
- "Aberration-Free" treatments
- Customized treatments based on corneal and ocular wavefront LASIK eye surgery TransPRK, PALK
- Optional: PresbyMAX module (presbyopic treatment)
- Optional: PALK-CAM module (therapeutic treatment)
- Integrated online pachymetry (Optional)

The top centers in the Middle East have made significant investments to differentiate themselves as the market leaders. When we work "mano a mano" (Hand in Hand) with the market leaders, we are well organized in our launch activities so that both the patient and surgeon have the best experience and optimal outcomes.

Our launch activities include: speakers forum, lecture, hands-on wetlabs, live surgical assistance, engineering, customer and sales support.

We recently followed our launch plan in the Kingdom of Saudi Arabia during four days starting February the 7th at the Crown Plaza Hotel, Khobar office. Medicals has offices in key markets such as Riyadh, Jeddah, and Khobar. We began our Schwind Total Technology "Road Show" in the east and moved our way west and north to Riyadh.

Medicals takes great pride in organizing scientific and clinical training and hands on training programs supported by knowledgeable industry leaders and company representatives.

Thanks to a fantastic "Road Show" during the four days of lectures, training, and questions, hundreds of doctors representing public, private, government and military hospitals were able to better understand why Schwind has the latest most updated innovations in laser eye Surgery. We had the pleasure of introducing, Engineer Thomas Magnago, Head of Customer Support from Schwind with over 20 years' experience in laser technology. The presentations were scientific in nature explaining differences with other laser systems including high Fluence and low

Fluence ablation with intelligent thermal control, along with 5 dimensional eye tracking as well as the newest Presbymax and PALK software modules working in conjunction with wavefront and online Pachymetry guides.

A lot of eyes and interest was in the TransPRK and PALK procedures tied to the online pachymetry module. In the last 8 months there have been just over 2,500 TransPRK treatments in the Kingdom of Saudi Arabia, with volume expected to grow exponentially.

Doctors are very thrilled with the Schwind Amaris 500HZ and are pleased with the TransPRK model. Doctors commented that the surgery is easy to plan because the laser software allows the removal of Epithelium and Refraction in one step which takes only 40 Seconds with an optic Zone of 6.5 and Sphere of -3.00 diopters.

"TransPRK ...takes only 40 Seconds with an optic Zone of 6.5 and Sphere of -3.00 diopters."

Many features and benefits for the surgeon and patient include:

- Non Touch on the eye except the Speculum reducing the upcoming risks from traditional flap lifting or PRK
- Can be combined with Aberration-Free, Corneal WF and Ocular WF
- Laser ablation of epithelium and refraction proved fast and optimal healing time

Additionally, surgeons asked many questions about conquering the next frontier in vision correction; Presbyopia. Schwind Amaris has a presbyopia module called Presbymax and we are officially launching in 2011.

- Results are very promising and offering hope for patients
- Treatment should last up to 5 years
- Reduces dependency on reading spectacles
- Patient selection and education is a main key to have happy patients

Next, **Dr. Cesar Carriazo's** "Pachymetry Assisted Laser Keratoplasty" PALK by Schwind has been gaining interest worldwide over the last 2 years.

- A Corneal Pachymetry Map is obtained with a Scheimpflug Camera
- A Lamellar Corneal Graft without Descemet and Endothelium is prepared for Lamellar Keratoplasty (LK) with no endothelial rejection possibility (recipient)
- Ablation depth down to a remaining stromal bed of 80 microns is possible
- Faster recovery (compared to PKP)

The only laser that has been updated and advanced over the last 2 years is the Schwind Amaris platform, every other laser has remained stagnant and few innovations have been made when compared to Schwind's Robust Laser Technology platform.

Medicals is committed to our philosophy of offering the most up to date technology with patient friendly applications for good visual outcomes. Schwind a new Gold Standard with maximum precision and accuracy is available now in the Middle East. Please contact our offices with your interest. We may be reached at www.medicalsintl.com.

Elie Abou Aziz,
Sales Manager, Ophthalmology
MI - KSA
&
Arnold Flores III,
VP, Sales & Marketing
MI - Group

Oertli Training

As part of Medicals International commitment to bringing the best quality service to its valuable customers and to ensuring the best training is extended to its employees in order to make sure they have all the knowledge and tools needed to perform their jobs in the most effective way, to keep up their motivation and improve their skills, we organized along with Oertli Instrumente a five days training session in the Manufacturers facility in Berneck, Switzerland from April 4, 2011 till April 8, 2011.

Six of MI employees were meticulously chosen from our different offices to attend this training along with our colleague Ahmed Tabaga who was recently promoted to the position of Regional Manager - Product Development, Ophthalmology. With his strong product and market knowledge, Ahmed helped guide the attendees through the different parts of the training mentioned below:

1. Introduction about Oertli
2. Competition synopsis
3. Company tour
4. OS3 and Faros FABs
5. CAT/VIT steps and instrumentations
6. Faros study
7. Sales Training
8. Easy phaco technology
9. Physics, peristaltic v/s venture comparison
10. Product Demo & wetlab
11. Paraprog setting

In the end, we would like to thank all Oertli team for their exceptional hospitality and for sharing with us their knowledge and expertise in the field as we promise to pass it through to our precious customers.



Syria ICL Users Meeting

The first Syria ICL User Meeting was held on December 5th, 2011 at the Chtoora Park Hotel in Chtoora, Lebanon. The session was attended by more than 50 ICL surgeons from all over Syria.

The President and Founder of *Medicals International*, **Mr. Walid G. Barake** started the event by doing a small presentation about MI. It was followed by a presentation by **Mr. Youssef Alwan** from STAAR who presented about the new version of the ICL and the broader range it covers. After that, **Ms. Samar Al Maghout** introduced our renowned guest speaker: **Dr. Scott Barnes**. Dr. Barnes gave a talk about his experience with the ICL in the US Military and some special cases.

The symposium was followed by a gathering over dinner.

See you in next year's user meeting.



Marwan Hindi,
Associate Sales Manager,
Ophthalmology,
MI - Syria

From the USA to the Mysterious Middle East...My First 90 Days

I wanted to share my thoughts and feelings about my first 90 days in the Middle East with our partner customers, friends, and *Medicals International* family. The long incredible journey started three years ago when I met **Walid Barake, President and CEO, Medicals International**. When I met Walid Barake I was Vice President, International Business and Key Accounts with a small medical device company based in Sunnyvale, California, called **Addition Technology, Inc.** Addition Technology Inc. is based in the heart of Silicon Valley and is the maker of INTACS, INTACS SK, AlphaSphere orbital implant and AlphaCor artificial cornea. My life and career were in full swing and I was satisfied and happy with the life I had achieved. At least, I thought I was pleased with my career. Walid Barake, changed, tweaked and enhanced my way of thinking on our first and consequent meetings over the last year and during conferences, trainings, and over many cups of Turkish coffee.

During my first face to face meeting with Walid Barake who is from Beirut, Lebanon migrated from Canada, I was expecting to meet an older man with limited English and small world experience. To my pleasant surprise, Walid was well polished, is fluent in three languages and has traveled to every continent in the world. Additionally, many of Medicals team members have traveled to many countries and have similar experiences.

I remember organizing my flight plans with Majed Abu Arraj, to the Middle East and pondering, "What the heck am I doing going to the Middle East?" I asked my wife the same question and in her soft spoken voice said, "Honey, the world needs explorers, have an open mind!" So I heeded my wife's advice and set off on a journey of a lifetime.

The journey of a lifetime has been a blessing and the best decision I have made in my short life. During the first 90 days my life has been enriched by Medicals International philosophy, "We think of the patient first." Additionally, our doctor partners, Medicals International team members, and our customers have added a special touch to my enriching journey.

WE THINK OF THE PATIENT FIRST grabbed my attention during our first meetings in January 2011. During the first month of every year, Medicals International managers and team members set up meetings to discuss our ongoing business and how we may improve the customer experience with our surgical products in Ophthalmology, Dentistry, Aesthetics and with our consumer business in optometry (Contact Lenses and solutions). Medicals organization truly believes the surgeon/consumer experience must be unique. What does unique entail? All Medicals International team understand that 'unique' involves optimizing our innovative technologies to achieve the best patient outcomes. Also, we believe in offering robust training programs with hands on wetlabs, live surgical training and engineering support, problem solving, and partnering with our customers in new ventures.

One of the first experiences that led me to believe Medicals International was a top professional and quality group of persons was my interaction with each team member. When I was introduced to each person, I was informed that each team member had top University degrees as well; several of the professionals are doctors. Wow, what a shock! The reason I was shocked was that I am surrounded by University educated group of professionals and some are doctors. Secondly, as I met with each individual, I learned that each had extensive training on some or all of the technologies offered by Medicals

International. Medicals invest heavily to make sure that anybody who is working with a doctor or patient has the proper training. Third and most impressive was that every one of the 180 team members in Medicals serves as a support function to enhance the customer's experience. Moreover, the entire 180 team members at Medicals are all part of a Professional Sales and Marketing organization. We are not just merely a distributor; we are trainers, educators, and partners in all meanings of the word. We will stand by our customers through excellent outcomes and top experience and be ready whenever there is a solution that is needed.

The entire sales organization in Medicals, along with the engineers and customer support are well trained and versed on all products. We become intimate with our suppliers and technology. We learn the basics and the most advanced training pearls on contact lens fitting, dental implants, and eye surgical products. When our customers invite one of our team members into their office, surgical suite, for a cup of coffee, we are armed and ready with knowledge that will help the surgeon/customer make the best decision for their customers/patients. **Dr. Maani Nusair** from Jeddah, Kingdom of Saudi Arabia stated, "Medicals spoiled me, since I am used to this service." This quote resonates since many partner doctors are not accustomed to receive quality service from other companies.

The service from Medicals has received the highest praises from our doctor partners. We have assisted in furnishing 80-100% of many of our doctors' clinics with Schwind Amaris, LDV Femtosecond Laser, Ellex lasers, Tomey equipment, slit lamps, Galilei topographer, Oertli Phaco equipment, INTACS, Staar ICL, Scican Statim, Hoya IOL, as well as with many others. I recall my first meeting with **Dr. Abdul Badie** from Medina, Kingdom of Saudi Arabia. He gave me a tour of a magnificent clinic he constructed from the ground up. I was truly amazed and awed with the superior high end full service ophthalmology clinic. Similarly, we also assisted Hokama Eye Center in Riyadh, Saudi Arabia in furnishing 80% of their clinic. **Dr. Al-Saleh** conveyed to me the importance of having a high end top notch comprehensive ophthalmology clinic because his patients deserve the best. Likewise Dr. Badie told me that he trusted Medicals International and this is why 80% of the clinic was furnished by our organization. Both Dr. Badie and Dr. Al-Saleh trust in my company rings true to our philosophy of reliance, follow through, commitment to excellence and most of all speaks volumes about our service.

Finally, I want to conclude with a big thank you to all the surgeon partners, Medicals staff and human resources for an admirable start in 2011. Medicals International philosophy, "We think of the patient first" is more than words. This philosophy is a way of business and personal practice. Our customers demand the best and we strive to give more than the best. I hope to continue enhancing our partners experience with actions of continued customer support in training, engineering, know-how, wetlabs, speaker's forum, and best of all offering the finest technologies in the world. Inshallah!



Arnold Flores,
Vice President, Sales & Marketing
MI - Group

Medicals Recruitment Strategy

About three years ago I walked through the Jasmine decorated entrance of *Medicals International* for the first time with a dream to get through to a second job interview. At first, I met my colleague today, Majed Abou Arraj, who gave me an application form to fill. After filling the form, I succeeded to pass the first interview and was asked to prepare a presentation about a certain product marketed by Medicals. Among the documents I was given to prepare for this presentation, was a small booklet of around 10-12 pages that mostly caught my attention with its special dark green color especially that it held the name and the logo of the company. The moment I reached home, I started reading this paper. I was awed when I went through it quickly, discovering the different fields of business of the company, meeting the young professionals whom, I discovered after reading the impeccably written articles, well deserved and earned their places in this organization. And I thought to myself: "If Only...! I will go all the way to be able to have the chance to see my name written under an article published in this Newsletter".

And here I am, now, and after close to three years, fulfilling my second Medicals Dream.

Over the past 5 years, I believe many of you were amazed, as I was, by the authors of the different articles written in this Newsletter who shared with you their knowledge and expertise in the industry and even their experience in the company. Today, please allow me to brief you about how Medicals selects, among thousands of applications filled each year, this starring cast.

In Medicals we do not follow our mind; we follow our instincts, our gut feeling, not because we are weak business men and women but because we professionally care. And so is based

every step of our business practice starting with and including recruitment.

After screening the minimum required credentials through resumes and applications, we move to the selection part, and here is our strategy: We do not recruit job seekers; we recruit career seekers. We do not recruit winners; we recruit fighters eager to make any compromise in order to win. We do not recruit numbers additional to the 180 existing employees; we recruit people sharing the same vision and ready to work day and night hand in hand to make it happen. We do not recruit people who are only there to earn their salaries by end of the month; we recruit visionaries willing to make a change. We recruit hopes and dreams, we recruit firmness and commitment, and we recruit potentials and objectives.

This strategy surely wouldn't have succeeded throughout the past 16 years if it hadn't been supported by a commitment from the company to provide every single employee with all the needed support to perform the job, from extensive training programs, to motivation, to well-being and other logistic details.

What helped us always PROVIDING YOU the best is by always CHOOSING OURSELVES the best.

If you are interested to become a member of Medicals International and the above describes your qualifications and aspirations, take the first step and apply your resume to:

careers@medicalsintl.com

Rana Falah,
Assistant HR Manager & Executive Assistant,
MI - Group

Medicals Accounting Information System

First of all, I would like to share my experience of around 10 months in Medicals International that I would have never gained in 5 years in any other company.

Medicals International has an effective accounting information system with basic features :

- The Internal Control:** which is used to authorize every transactions and safe guard assets.
- Compatibility:** our system works smoothly with the operational and the organizational structure.
- Flexibility:** we have a system able to accommodate any change in the organization.
- Cost/benefit relationship:** our cost of control does not exceed their value to the organization.

The development of an Accounting Information System includes five basic phases: planning, analysis, design, implementation, and support. The time period associated with each of these phases can be as short as few weeks to as long as several years.

In Medicals we face every week and sometimes every day development of new ideas, new propositions and we take into consideration all the opinions to form the best AIS that we can

have and to fill all the gap that we might find.

Our Information system allows our company to defeat any possibility of fraud in many different ways and we predict a plan for any possible problem that we might face. In addition, Medicals International is known for its relevant, complete, accurate, uptodate, economical information and sharp perception of the market and client needs.

Nowadays, the information system is the most important thing to any company and to be obtained it must have a professional team who has the full knowledge of how to input the data in a professional way then to process it in order to obtain the information that is needed by the management to base its decisions on, and that's what Medicals has.

Finally and from my own experience in many different companies, I believe that, such as the system described above, Medicals applies many other systems that secure all employees in all positions a very powerful and strong career.

Edmond Bassil,
Sr. Accountant,
MI - Beirut

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Medicals International

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