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Welcome to 2009...



**Dear Colleagues, Suppliers,
Partners and Friends:**

I wish you all a Happy New Year and a prosperous, healthy and peaceful 2009.

At Medicals International, we have been preparing for a strong 2009 and anxious to be engaging with you further. We have grown our team tremendously; you will see more people from our organization calling on you. Our product line has been extended to offer you a much wider options and our after sales department is as ever; ready for the challenge.

Growth comes with its challenges! We understand that. Growing does mean we need to be more organized and more specialized in order for us to offer extended and more advanced customer service. We

are ready; our ophthalmology sales organization for instance is divided now into subspecialties. We extended work on ISO and Quality Management System to our United Arab Emirates operation to ensure we have better structured organization over there. We are on the move!

The population of our region is demanding advanced health care. Investors and Professionals in the field are contemplating different investments and projects set up possibilities. Time is running and key who come better prepared and NOW!. Medicals International recognizes the urgency and ready to move on with you.

Good luck to all of us in this promising year and be assured that you will find us there whenever you decide to expand your services and or start up any new project.

Best wishes,

your colleague, partner and friend,
Walid G. Barake
President and Founder

SCHWIND - Asian "Nobel Prize"

Asian "Nobel Prize" for Rolf Schwind "Gusi Peace Prize" 2008 recognizes outstanding achievement in medical technology; For outstanding achievement in the field of industry and innovation, Rolf Schwind, CEO of SCHWIND eye-tech-solutions, received the Gusi Peace

Prize 2008. At a festive ceremony on the 24th of November, 2008 in Manila, Philippines, the Philippine Executive Secretary, Eduardo Ermita, presented the award to the prize winner coming from Germany.



— STAAR ICL/TICL, High Definition Vision, beyond LASIK... !

"I am also an excimer laser!", this was *STAAR Surgical's* new slogan in the last ESCRS congress which was held in Berlin last September. During this congress, more than 60 ICL surgeons from all over the world attended the 5th ICL Experts Symposium that was prepared by *STAAR Surgical*, where the latest updates, techniques, and challenges about the *STAAR Surgical's* ICL/Toric ICL refractive implant were discussed.

The *"I am also an excimer laser!"* slogan came from the fact that ICL has been seriously integrated in many refractive practices worldwide to an extent of 35% in Spanish clinics, 25% in US and South Korean clinics, and 20% in Japanese and other European clinics, where LASIK is going down due to harsh competition (in equipments and prices), and to its de-facto limited indications. ICL is moving now from being a "niche" product for only specific "hard" cases - for excimer laser correction, to a true refractive solution for most cases, due to the *higher confidence level* from the end users, mainly because of the *higher level of quality of vision (HD Vision)*, the *higher safety rate*, and the *lower surgical complication rate* with ICL compared to laser vision correction. *"The ICL has become our new standard for quality and vision outcome – a much better overall experience for our patients than the LASIK"* as **Dr. Robert Rivera** said (Barnet, Dulaney, Perkins Eye Center, Phoenix, AZ, USA). *"Every time I need to have a second look on the patient's chart, I go for ICL"*, mentioned **Dr. John Vukich** (Asst. Clin. Prof. of Ophth., School of Medicine, Univ. of WI, Madison, USA) in one of his presentations. *"ICL and TICL are state-of-the-art in Phakic IOL surgery"* is what **Dr. M. Alaa' El-Danasoury** (Medical Director & Refractive Surgery Service Chief, Magrabi Hospitals & Centers, Saudi Arabia) says after 15 years experience in various types of Phakic IOLs.

Nowadays, doctors and practices are asking themselves how they can compete to get a bigger piece of a smaller pie in the slowing LASIK marketplace. ICL technology gives surgeons a competitive advantage through *differentiation* shifting away from a practice that's "LASIK first" to one that offers "options" to patients, offering them a choice of various procedures, and thereby allowing patients to select their surgery on the basis of the outcome rather than on the basis of the approach. **Mark Rosenberg**, (CEO, Barnet Dulaney Perkins Eye Center) stresses that doctors need to shift the way they think, embracing the broader concept of vision correction rather than only LASIK where ICL/TICL comes as a second option. Rosenberg says practices need to work to overcome the barriers to ICL uptake amongst patients. He added that clinics must present ICLs at the beginning of the consultation process, rather than only where LASIK is not an option. They must also streamline scheduling for the convenience of the patient and talk about quality of vision rather than price, especially that from his experience, "the ICL is an outstanding first-choice vision correction solution, with excellent results and greater patient satisfaction than anything that's been on the market".

STAAR Surgical (www.staar.com) has been publicly marketing the ICL/TICL since more than 11 years and we have currently more than 1000 ICL-certified surgeons worldwide, with more than 170,000 lenses implanted in 64 countries, reaching currently a rate of 1 ICL/TICL implantation every 20 minutes ! "Our goal as a company is to provide doctors with the technology that allows them to differentiate themselves by offering a high-end refractive solution that is easy, safe, and effective at the same time", mentioned **David Bailey** (president of international operations at *STAAR Surgical*) during the opening presentation of the ICL experts meeting in Berlin.

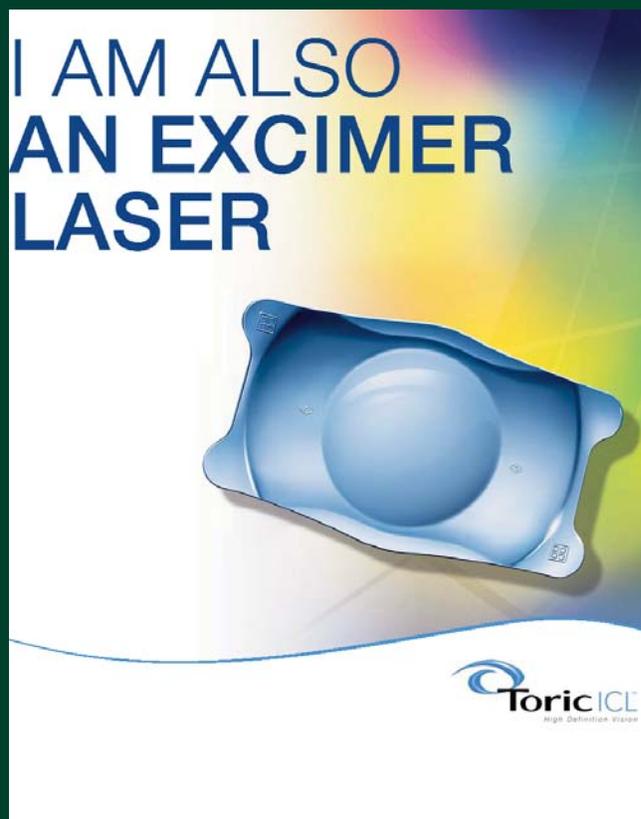
STAAR Surgical has been keen on providing the ultimate support to its end users through the serious involvement of its active distributors, being closer to the doctors in their daily activities, and also through some new marketing tools that would help recruit more patients:

- 1) Updated ICL patient website: www.iclinfo.info
- 2) ICL web-link program.
- 3) ICL patient education flipbook.
- 4) ICL privilege member card.
- 5) ICL patient video and testimonials videos.

For further info about these kindly check with *Medicals International representative* or email us at info@medicalsintl.com.



Youssef M. Alwan,
Application & Marketing Services Manager,
Middle East, GCC, & Africa,
STAAR Surgical



— Medicals International in Africa

It was the first time for me visiting **South Africa**, attending its Premier Eyecare event “**Vision 2008 Conference**”, which took place in **Johannesburg** from **July 11 to 14**, at one of its most prestigious hotels “**The Emperors Palace**”. This event was organized by the **S.A.O.A (South Africa Optometric Association)**.

The first day was an “**Open Eye Screening**” for around 200 disadvantaged children, linked to different charity institutions. The remaining 3 days, consisting of an **Academic & Scientific program** relating all the health care professions involved in Eye Care, with a new look trade exhibition consisting of more than 30 Exhibitors.

I had the pleasure of meeting most of the **S.A.O.A** members, in particular, Chairperson **Harry Rosen & Faith Chabedi** the president as well as the Program Director **Chris Eksteen**, where they welcomed me in a distinctive way, participating from the **Middle East** for the first time.

The Republic of South Africa may only cover the tip of the African continent, but it is quite sizable in its own right where the Land Area is 1,221,040 sq km & its population is around 44 million. The capital Pretoria is (1.5 million) while Cape Town the legislative center is (3.2 million).

While there, it was essential to introduce our company profile & line of business to some Drs. & exhibitors, surveying major practices & opticians in Johannesburg & Cape Town, where they were impressed with the achievements we are performing, in the M.E. which is a highly competitive price oriented market.

At last, I would like to assert my admiration & gratitude for this lovely country & the people I met, who showed lots of hospitality and granted me all help required.

Hoping to visit again, with any upcoming event !



*Nicolas Aramouni,
Regional Sales Manager, CL
Africa*



— LOS Meeting - Beirut

The Lebanese Ophthalmic Society - **LOS** held its 16th annual congress on July 26-27, 2008 at Beit-El-Tabib, Beirut, Lebanon. **Dr. Antoine Assaf - President of the LOS** was keen on having this meeting every year despite the many advices to cancel especially after May 2008 terrible events in Lebanon. The meeting covered mainly new trends in corneal and refractive surgeries as well as Keratoconus diagnosis and new treatment modalities.

Prof. Alaa El- Danasoury - KSA and **Prof. Juhani Pietela - Finland** accepted **Medicals International** invitation as speakers in this meeting. Prof. El- Danasoury talked about **Toric ICL** and the **ICL** in Keratoconus while Prof. Pietela covered the **femtosecond technology** as a business driver, how it works; he discussed as well the **Ziemer LDV femtosecond** in terms of refractive outcome.

Besides our participation in the main scientific program through those two elite speakers, **Medicals International** was present in the exhibition floor in a 12x3 m² booth and was able to introduce to all attending ophthalmologists the latest technologies in refractive surgeries with its new **LDV femtosecond laser**, and diagnostic equipments from **Tomey Japan** as well as what is new in the contact lens and progressive optical lenses industry with the **Biomedics 1 Day** and the **Seiko Synergy progressive lenses**.

Medicals International would like to thank the speakers for their support, the President of the LOS and the LOS committee for their trust and would like to promise them full commitment and support at all times.



*Rita Chehwane,
Sr. Sales & Marketing Manager,
Beirut Office*

Seiko; Quality Lenses for a Great Life

Every sales attempt & approach is faced with price & discounting issues and how other available products can be found at a decreased price, without taking into consideration what benefits this product carries for patients and this doesn't happen simply out of nothing. Years of research and developments were spent so we can have in hand what suits us most and gives us the comfort and health we simply require in our daily life.

The issue of price is not a negative factor when it can be considered the factor we should use to prove to others that what we have in hand is exceptional and can't be treated without prior understanding and knowledge of how better our needs can be met.

Quality is the right answer of every problem in our sales approach and with it we distinguish ourselves from what others present. It's the answer for every optician who desires offering his best to his patients and yet again, the answer for every patient asking for that simple gift of sight to be acquired in a comfortable and healthy manner and that's the least they might ask for.

Seiko lenses were introduced at first with these thoughts in mind and the means in hand to give us the best of what optical lenses can reach and make life easier.

What really distinguish Seiko lenses from any other lenses are the coatings that are applied to the lens material. In Seiko they use the latest coating techniques with the best materials for this purpose. As we all know that Seiko lenses are coated with three main layers:

1. Hard coating or anti scratch: this coating is applied twice on the lens using the Lacquer (SiO₂) material (double layer of HC). Using a bath that contains this material they assure that the lens is totally coated with the same thickness of the coat. This prevents the lens from being easily scratched thus

increasing its lifetime.

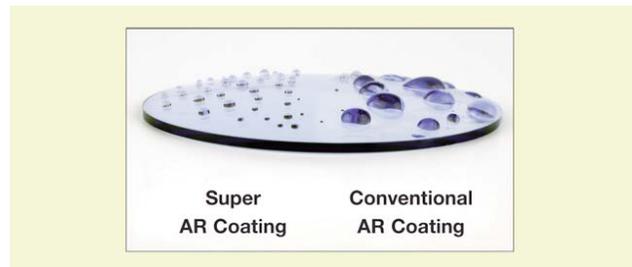
2. Antireflection (AR) coating: the second main layer is the AR coat. It includes eight layers that will prevent the reflection of light rays on the surface of the lens. This will minimize ghost images and unclear vision.

3. Super Clean Coat (SCC): the third and main important layer is the SCC. A SC coat helps the lens to stay clean as long as possible. By being hydrophobic, water drops are not attracted to the surface and easily fall of the surface of the lens. Also being oleophobic means that finger prints are easily cleaned with minimum effort!

So, welcome to this great option available now, with what mentioned above and for you to see when offering Seiko as an option for your patients, customers and loved ones. It is just a quality lens that will help in having a great living!



Sinan Gharaibeh,
Jr. Territory Manager,
Optical,
Jordan Office



Medicals Optical Club - 3rd Meeting

Medicals International held its third Medicals Optical Club (MOC) Meeting on September 12, 2008 at his premises in Mansourieh, Lebanon.

The meeting started with a sales presentation by **Mrs. Rita Chehwane**, Sales & Marketing Manager at Medicals International, Beirut, discussing the importance of selling high-end products and its benefit to both practitioner and end-user. The presentation also emphasized on the customer's approach as well as handling complaints rose during this sales exercise.

A technical presentation by **Mr. Nehme Hamzo**, Territory Manager for the optical line followed discussing the Super Clean Coat of the Seiko optical lenses, its advantages as well as benefits to patients.

All MOC members enjoyed a friendly dinner after the distribution of prizes for the Top three optometrists of the third quarter of 2008.



Nehme Hamzo,
Territory Manager,
Optical,
Beirut Office

Keratoconus Seminars in Lebanon

The syndicate of Optometrists and Opticians with the collaboration of **Medicals International** organized during October 2008 a program of three sessions on the “**Keratoconus disease**” at the Syndicate headquarters in SODECO SQUARE / ACHRAFIEH.

The first session was presented by **Dr. Chady Awwad** and covered Keratoconus: disease and diagnosis.

Mrs. Rita Chehwane, Sales Manager at Medicals International Beirut presented the second session and reviewed the management of this disease by RGP lenses and Rose K lenses in specific, the lens design and fitting.

The last session was presented by **Dr. Nada Jabbur** and covered alternative ways to manage KERATOCONUS (rings, cross-linking, keratoplasty...)

At the end of the third session, a certificate of attendance was distributed to the attending opticians. The president of the syndicate offered the speakers a small souvenir as a symbol of appreciation.

Medicals International would like to thank **Dr. Jabbur** and **Dr. Awwad** for their support, the Syndicate for their trust and assure its commitment in enhancing knowledge and promise for future events during 2009.

*Hala Bilal,
M.Sc.,
Territory Manager, CL
Lebanon*



- 1- Mr Walid Mekdachi
- 2- Dr Nada Jabbur
- 3- Dr Chady Awwad
- 4- Mrs Rita Chehwane



Astra World Congress

An inspiring journey took off with **Astra World Congress in June 2008**, in Washington DC on the Potomac River, where thousands of delegates attended to discover the latest in the implantology field.

The pre-congress activities included 16 presentations with over 500 attendees and preceded the congress. The subjects targeted doctors new to implant dentistry, more experienced doctors asking for more advanced techniques, restorative doctors and surgeons, hygienists, dental assistants, and lab technicians.

131 internationally renowned speakers and researchers spoke on issues of implant dentistry today and in its future. 138 posters participated in the Poster Competition. A huge exhibition floor (4 islands) was set up to welcome all the attendees. Each island (section) was about a specific theme: The Surgical Island, The Restorative Island, The Scientific Island and the Training Island. At the same time, hands-on sessions and Parallel presentations were running all day long.

The congress began **on the 5th of June** with a Grand Opening ceremony; A singer, Native American flutist, a human living tree and a beautiful ribbon dancer started the day in a very inspiring way. Professors like Jan Lindhe, Professor Tomas Albrektsson and many more key opinion leaders presented studies and cases that day.

On Friday the 6th, "Good Morning with Astra Tech" program included 6 speakers and tackled subjects like Immediate loading, inter-implants distance issues, digital implantology...etc. In the same day, Astra launched OsseoSpeed new fixtures (Diameter 3.0 and length 6.0 mm for the 4.0 Diameter).

Seven different parallel sessions took place on Friday, ending with an International dinner.

Saturday 7th of June, the Ending Session was about "Esthetics and the future" 6 speakers spoke on how biology affects the planning and practice of implant dentistry, and implant components and clinical management support natural esthetic results. Then the Award Session took place: The Scientific Award and Poster Competition Award were celebrated. **The congress was closed by the CEO & President of Astra Tech, Peter Selley.**

Ten Lebanese doctors attended Astra World Congress in Washington!



Bassam Khoury,
*Business Manager
Dental Division*



The Annual Meeting of the Lebanese Dental Association

Medicals International participated in the **Annual Meeting of the Lebanese Dental Association** held on **October 16-18, 2008** at the Congress Palace, Dbayeh, Lebanon.

During this meeting, a workshop on **Astra dental implant** system was organized on **October 17, 2008** and chaired by **Dr. Georges Khoury**, a member of the Astra International team. Dr. Khoury presented the system's biomanagement complex describing the main Astra features and covering the system surgical procedure. Eighteen Lebanese doctors participated in this workshop and benefited from the hands-on on the surgical process following the presentation as well as had the chance to experience the system's simplicity and flexibility.

Medicals International would like to thank **Dr. Georges Khoury** for his support and valuable contribution and the attending doctors for their active participation.



*Mrs. Rita Chehwane, Prof. Antoine Berberi, Ms. Diana Ghattas,
Diana Ghattas,
Jr. Territory Manager,
Dental Department,
Lebanon*

For the second year Medicals International participated in the 17th annual scientific meeting of the European Association of Osseointegration (EAO). The EAO took place in Warsaw, Poland, and was organized with the collaboration of the National Polish Implantology Association, from the 18th till 20th of September 2008. (It is the first EAO meeting to be held in an Eastern European country).

The general theme of the congress was: Clinical Advances and Predictability with Oral Implants.

The opening ceremony was held on the 18th of September 2008 revealing the different Plenary Sessions, Master classes, the free oral communications and the research competition session and poster sessions in which a Lebanese doctor **Dr. Ramy Sarkis (Astra user in Kuwait)** participated in addition to the usual Satellite Industry Symposia.

The subjects discussed during the Plenary Sessions and the Master classes were:

- Bio-active surfaces: Nanotechnology, genomics, proteomics.
- Medical impairment Oncology Bisphosphonates-Extra oral cases.
- Biomedical Imaging Digital planning and transfer to clinical procedures Navigation and guided implant placement.
- Gero-implantology Quality of life Simplify treatment protocol Long term management.
- Treatment in the Aesthetic Zone: Restorative, Soft tissues, Surgical Placement.
- Anatomical Risk Factors.
- Augmentation of Implant Site.

The congress was held in **The Palace of Culture and Science in Warsaw** occupying 3 levels with 2 rooms (the Concert Room and the Warsaw room) and an auditorium for lectures and sessions. Over 2,500 visitors from 65 different countries (more than 40 doctors from Lebanon participated in the congress) visited the EAO 2008 where they experienced three days of science and education and the opportunity to visit the 71 exhibitors present in the congress exhibition hall.

Astra Tech Dental as always, was one of the Gold Sponsors of the **EAO event**, with a large booth in level 4 along with a large room dedicated for the sessions given by Astra Tech representatives and doctors (twice a day). During this event, Astra launched in Europe the new Atlantis, leader in cement-retained, patient-specific abutments and offering a platform independence and outstanding function and aesthetics. Plus Astra introduced the Two new OsseoSpeed fixtures, the OsseoSpeed 3.0 S and the OsseoSpeed 4.0 S - 6 mm meeting the challenges of limited bone and narrow spaces.

The congress was not purely scientific, but the participant enjoyed a night at the **Hard Rock Café in Warsaw** with **Astra Tech Dental** where everybody had the pleasure to listen and enjoy the music and songs of a live performing band!

*Chahid Daghfal,
Territory Manager,
Dental Department,
Kuwait*



— AMARIS & LDV Seminar

Last August **Medicals International L.L.C. Dubai** held its first “**Amaris & LDV – Clinical & Technical Application**” Seminar in one of the most prestigious five stars hotels in Dubai - The Crown Plaza.

With **Dr. Mohammad Shafik** - lecturing doctor at the University of Alexandria, Ph.D. holder from Spain, owner of 3 lasik centers with over 16 years of experience in refractive surgery - as our main speaker, the event was a real success.

Over 50 leading doctors and ophthalmologists from all over UAE attended the seminar and were impressed with the latest technologies the **Amaris and LDV** unveiled.

We received several requests from Hospitals and Lasik centers who are interested in equipping their practices with the state-of-the-art technologies we presented.

To sum up simply, **Medicals International**, once again, has set the benchmark for the future of the industry in the Middle East for all to follow.

*Alexandre El Houry,
MBA,
Business Development Manager,
UAE*



— LDV Symposium - Syria

On the 26th of June 2008, **Medicals International - Syria** organized a symposium about the new Femtosecond laser LDV from Ziemer, Switzerland. The event took place at the Damascus Sheraton Hotel. The symposium started by President and Founder **Walid Barake** who presented **Medicals International** company profile and how ophthalmology is changing specially with FS.

Walid's presentation was followed by our guest speaker **Dr. Maria Clara** who was introduced by the President of the Syrian Ophthalmological Society **Dr. Tarek Moussa**. **Dr. Maria** is a worldwide well-known ophthalmologist with experience stretching over 20 years. She is a refractive specialist who has done extensive number of surgeries on the LDV at Muscat Eye

Center, one of the first All-Laser-Lasik centers in the middle east. She presented her FS LASIK technique as well as her experience with Intacs on the LDV.

The presentation was attended by more than a hundred doctors and was followed by a luxurious dinner.



*Marwan Hindi,
Territory Manager,
Ophthalmology,
Syria*



Ziemer's FEMTO LDV with Medicals International

Ziemer's FEMTO LDV, the first compact, mobile femtosecond surgical laser, has been conceived to provide a versatile, powerful platform for a wide spectrum of applications in corneal surgery. The basic system addresses the demand of refractive surgeons for an "all-Laser LASIK" capability that is consistent with an efficient LASIK work-flow. The solution by Ziemer is based on an all-new femtolasers design concept that seamlessly integrates into LASIK procedures and corneal surgery.

Dear reader, I am glad to announce that Medicals International has acquired the distribution right of Ziemer's femto LDV in the Middle East and since January 2008 Medicals International placed more than 7 units in different countries in the region. With the introduction of this new Femtosecond Laser to our market, LASIK surgeons and patients will experience the luxury and the clinical advantage of the Z-Lasik.

"Z-Lasik, A new platform for Femto-Lasik surgeries: Low Energy for superior vision correction".

LASIK, the most popular and most widely used procedure for vision correction, has been perfected in millions of successful operations over the past 20 years. Now, with Z-LASIK, a technologically advanced system is available to bring top-quality LASIK to every refractive practice.

Z-LASIK is a LASIK procedure performed with the Ziemer FEMTO LDV Femtosecond Surgical Laser in conjunction with any one of the leading excimer lasers. With the combined use of state-of-the-art lasers and diagnostic equipment, Z-LASIK provides the best currently available treatment for superior vision correction.

Z-LASIK is a completely different treatment in fundamental ways. Ziemer's FEMTO LDV is not just another femtosecond laser or similar to existing machine in the market. Compared to these conventional femtolasers, the FEMTO LDV operates at pulse rates that are orders of magnitude higher, pulse energies that are much lower, and delivery optics that are very tightly focused for maximum tissue disruption in the focal spot and no thermal or radiation effects to the surrounding tissue. With Ziemer's tissue separation process gas creation is very little. As a result, bubbles disappear immediately after the flap is lifted. Furthermore, no significant Opaque Bubble Layer (OBL) are observed and bubbles in the anterior chamber and Transient Light Sensitivity (TLS) problems were never reported to date. Unlike other femtolasers-based treatments, Z-LASIK is a highly integrated procedure, giving surgical teams a time-efficient workflow.

This new platform adds to the Lasik procedure convincing clinical advantages such as:

- Smooth surface of stromal bed.
- Smooth edges for optimal flap closure.
- Thin flaps of even thickness.
- Rapid healing and visual recovery.
- Excellent visual outcomes.

Product Overview

Due to its unique hand-held laser delivery system, which is attached to an easily maneuverable articulated arm, patients can be treated on the patient bed of the excimer laser and do not have

to be relocated between flap creation and ablation procedures. The surgeon can perform and control the entire procedure from a single working position, without having to move about or changing microscopes.

"Ziemer's LDV femtosecond Laser fits your Lasik work flow like a traditional microkeratome".

This revolutionary design concept entails several major advantages in clinical practice:

As the FEMTO LDV's laser energy is deployed from a hand-piece, which is placed on the patient's eye and manually controlled by the surgeon, a procedure results that resembles the operation of a traditional microkeratome. The sterile single-use parts of the hand-piece, which are provided in convenient, assorted ProcedurePacks, are assembled before the procedure is started and before the patient's eye is touched. Similarly, the components are disassembled after the complete (usually bilateral) procedure is completed. For fixation, the hand-piece incorporates a vacuum suction ring, which is available for a range of flap diameters from 8.5 to 10 mm. The ring is mounted over the applanation window on the underside of the handpiece. Positioning, applanation, and suction are controlled visually through the handpiece observation window and the excimer laser's microscope. Thus, the surgeon has control over the procedure and the patient experiences less stress.

Medicals International team is ready to give more information for interested surgeons and provide full assistance for new users. Do not hesitate to contact our representative in your country.



Ziad Nehme,
Product Manager,
Refractive



Intacs Event in Jordan

When two of the biggest medical institutions in Jordan meet to discuss over a subject, it has to be a big event as well. This was the case in Amman with an event taking place on October 30th with the collaboration of **Dr. Mouawyah Bdour** from the Jordan University Hospital and **Dr. Wissam Shihadeh** from the King Abdullah University Hospital, who shared their mutual experience in a trial event of the **Intacs SK**, the new feature of micro-thin intracorneal segment from **Addition Technology**, USA and specialized for sever Keratoconus treatment.

The event started with a presentation held by Ziad Nehmeh, product specialist at **Medicals International** on Intacs rings and attended by a group of doctors and interns, in which Ziad made a quick review over Keratoconus as a disease and Intacs rings as standard of care for keratoconus treatment to be presented for patients, taking into consideration its easy and safe implantation and guaranteed outcome.

The presentation was followed by a Wetlab on Intacs rings implantation performed by the attending doctors to practice the ring insertion using the related instruments that make it simple when entered in the cornea and more simpler when having to extract it.

After that, a procedure took place on two patients with sever and advanced case of Keratoconus. For them, using the usual treatments of glasses and rigid lenses don't work anymore, and their advance stage of visual illness requires the implantation of Intacs, which should be mentioned to be the sole intra-corneal rings to earn the FDA approval.

Now, almost two months after these procedures, the results show a great progress with visual acuity starting to be restored and corneal shape to be returned back to normal, resulting in best spectacle-corrected visual acuity improved.

Keratoconus is a non-inflammatory, bilateral corneal dystrophy causing reduction in best-corrected visual acuity and sever astigmatism due to the progressive ectasia. Management options in the early stages of the disease include spectacles or rigid gas-per-

meable contact lenses; whereas in severe stages Intacs rings implantation and keratoplasty become a treatment of choice.

Intacs, the microthin intracorneal prescription inserts from Addition Technology presents a reversible and additive procedure, where the central cornea is flattened by an arc-shortening effect of the corneal lamellae, just enough to correct myopia.

After Intacs implantation, patients tolerate contact lenses and the stage of penetrating Keratoplasty may be deferred or avoided and that can be considered a great breakthrough for patient with Keratoconus symptoms.



Sami Sila,
Business Development Manager,
Jordan Office



Ophthalmology Symposium

On the 11th and 12th of June 08 the **Second Al-Baha Ophthalmology Symposium** was held with a huge participation from **Medicals International**. What is so special about Al-Baha (a very peaceful green mountainous area about 400 Km to the south of Jeddah) beside the great sites and hospitality of the people is the fact that the Ophthalmic care there is one of the highest standards where **Dr. Saleh Ghamdi** practices in his private clinic providing Phaco, Glaucoma, refractive and all diagnostic services in a very well-equipped center, and **Dr. Ali Ghamdi** practicing in **King Fahed Hospital at Al-Baha**.

The scientific program was very rich, where various doctors presented the latest updates in ophthalmic practices. In addition, our colleague Youssef Alwan presented **ICL/TICL from STAAR Surgical** where the attendance had the opportunity to know more about this great option in today's refractive surgery. **Medicals International** exhibited its wide range of products including the famous **SLT Laser from Ellex**, **Intacs Intra-Corneal Rings from Addition Technology** and others... An ICL wet-lab took place for some of the interested doctors after the lecture.

It was a great pleasure to all **Medicals International KSA**

staff to take part of this ambitious effort to update the ophthalmic community in KSA in general and at Al Baha region in particular. We are committed to continue in this effort in the future as we always **THINK OF THE PATIENT FIRST !**



Shaker F. Shaker,
Territory Manager,
Ophthalmology,
Jeddah

— KKESH Grand Rounds

On the 10th of November 2008, **Medicals International** sponsored the **King Khaled Eye Specialist Grand Rounds**, as part of our annual engagement with this prestigious Saudi organization to enhance education.

The **Grand Rounds** started with a weekly quiz supervised by **Dr. Samir Al-Mansouri**, then with three case presentations. The main lecture entitled "**New Genetic Disorders affecting Ocular Motility**" was presented by **Dr. Thomas Bosley**. Then the subspecialty lecture on "**Phacoemulsification**" was presented by **Dr. Abdullah Al-Assiri**.

This **Grand Rounds** event was attended by **Medicals International's** Riyadh team (Alaa Meqdadi, Georges Obeid, Mohamad Saleh, Elie Abou Aziz) along with our president and founder, Mr. Walid Barake, where we enjoyed meeting many doctors from the various hospitals and centers in Riyadh, and discussing **Medicals International's** high-end products (Ellex Lasers: Photocoagulators, Photodisruptors, and Selective Laser Trabeculoplasty "SLT"; Oertli's Anterior and Posterior Segment Surgical Units; Tomey Diagnostic Line; Sharp Point Knives, Ultraplugs, and Sutures from Angiotech; Femto LDV FS laser from Ziemer; AMARIS Excimer Laser from Shwind; Implantable Contact Lens "ICL" from STAAR Surgical; Intacs from Addition Technology; Biomedics from Coopervision and TriKolor Contact Lenses from Pfortner, and various other products...



*Elie Abou Aziz,
Territory Manager,
Ophthalmology,
Riyadh-KSA*

— Syrian Ophthalmic Society

The Syrian Ophthalmological Society organized its annual meeting from 3-5 July 2008 at Eibla Hotel Damascus with **Medicals International** being one of the major participant and sponsor of the live surgeries.

The event was attended by more than 400 doctors from all over the world. **Medicals International** stand had our newly acquired **TOMEY** line as well as an **ICL wet lab station** covered by staff from our Lebanon, Jordan and of course Syria offices. The live surgeries sponsored by **Medicals** included a highly-successful ICL operation done by **Dr. Tarek Moussa**.

Other highlights include Daisik surgery and an ICL presentation by **Dr. M. Alaa' El-Danasoury**, an Oertli comics presentation by **Dr. Yaser Habrawy**. The event was highly successful and introduced many new ophthalmology concepts in the refractive field and phaco surgeries.

*Marwan Hindi,
Territory Manager,
Ophthalmology,
Syria*



— My “U” factor

It was May 2004 when I quit my MBA program at NDU in Lebanon for lack of financial resources and decided to proceed with my military service for the time being. I still remember that day like it was just yesterday...

I couldn't tolerate the idea that while others had the resources to complete their degree but lacked the potential, I lacked the resources but had the potential. Life seemed grayish, harsh and unfair.

Believing that “Circumstances are the creatures of Man; Man is not the creature of circumstances” as Anthony Robbins says, I was determined to find a way. I was working a part-time day job as an accountant, part-time night job as a security guard with one goal in mind, to continue my degree and unleash the giant within me.

And on that Monday on April 4, 2005, it happened... I read a newspaper ad and applied to work at **Medicals International**. The moment I stepped in the building in Mansourieh, I was breath taken with the neatness and elegance of the place. The people were all dressed up with shirts and ties sitting behind neat glass offices. I read the application, and thought to myself, “mission and vision, strategy, ..., oh boy..., I thought those only existed in the books we studied...”. It just clicked to me that this is where I wanted to start my career. I cared not for the salary, nor the country where I will be appointed, nor for the position I'll be holding. I wanted an equal chance to prove myself and was sure I could make it here to the top.

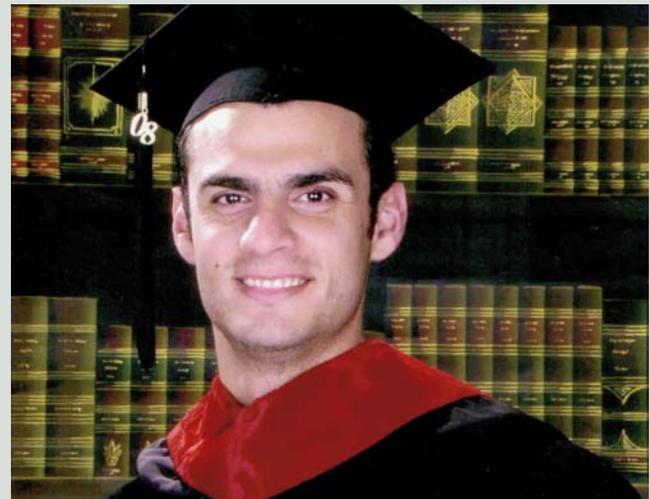
Five months later, **Medicals** offered to sponsor my **MBA at the American University of Dubai**. I still remember Walid telling me that **“its an investment in someone I believe in, don't disappoint me. I am sure you won't”**, and I was determined to make the best of this opportunity. For many weekends and long nights, I stayed home studying, reading & researching. In two years and a half, I became close friend with Peter Drucker and Michael Porter as I spent hours and hours reading their writings. Got acquainted with Jack Welch and the GE way, learned about the cultures, stock options, financial models, globalization, management, marketing, organizational behavior and many other disciplines. It opened my eyes to a whole new perspective of the business world and the corporate life. And what's even more thrilling, is that I was lucky to experience all of those topics being freshly applied in their juvenile years at **Medicals International**.

I did it ... At Last ... I graduated last May 19 with distinction.

I walked through on that podium to receive my certificate from **His Highness Shaikh Mohammed bin Rashid Al Maktoum Prime Minister and Vice President of the United Arab Emirates, and the ruler of Dubai** and it all flashed through at once...

Thank you Mom and Dad for helping me become what I am, and thank you Medicals International for believing in me...

*Alexandre El Khoury,
MBA,
Business Development Manager,
UAE*



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