



# Vision With Attitude

Medicals International

## HOW WE CAN BE BETTER OFF TOGETHER?

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Each time we enter a new market or start up with a new client the same comments are repeated and they involve relatively the same concerns: long-term viability of the company in question - in this situation us at Medicals International, after-sales service and other logistic capabilities to ensure the products in question are properly followed up on; then regular business discussions take place involving products FABs (features, advantages, and benefits), costs, and return on investment. Customers' priorities especially in our region, therefore puts an important emphasis on choosing the right partner to do business with.

As a company, Medicals International committed itself to have the best personnel in the industry to ensure our exercise has an added value to you. We have worked hard in ensuring that our initial selection of our team members meets the requirements and challenges of our industry. Then, we have employed all possible resources to ensure that those team-mates are up to being able to run a full skill transfer course at any level, or organize any course required to help making the product in question better used technically or commercially - but that all comes at a cost !

We followed a very straight forward Business with Ethics attitude that burdened us with millions of dollars in inventories that were accepted and fell outside our return policy, returning one time an excimer laser which value is half a million US dollars because the doctor in question did not have the right return on it, dozens of demo equipments that either served to fill in the void when an OR was out of a phaco machine long awaited for being fixed by a competitor, or lately a YAG laser not working at a major government hospital in one of the areas we cover, or simply demos to show product excellence.

Besides, Medicals International is accredited by our partners and suppliers as having advanced service department that does not involve only qualified engineers and personnel but inventories of parts that is of hundreds of thousands of dol-

lars in value to ensure none of our clients' systems is not operational at any given time.

Our commitment to the industry and to you have been showcased in the last 12 years in so many different practices and initiatives and I am sure if you have done business with us you would have experienced that we do our best to make you happy.



Maybe one of the reasons that led me to tackle this issue is the growing need for us to differentiate ourselves on one hand and to communicate to you more that a healthier business means success on both sides of the fence. Maybe the price is not as competitive as you would expect it to be at times, however with all of what I have stated before, price difference should not be as much of a concern.

Our region suffers from bad business practices and the examples are many on so many levels. We run daily into examples of inventories expired and not used in busy practices at times or equipments waiting to be fixed for months with OR schedule interrupted for all this period and I wonder have we yet not considered the costs involved in this? And even if we did, isn't worth examining how we make our choices when making a purchase decision?

Medicals International has been growing in the last 12 years above our expectation even thanks to your commitment all, business partners and team members, today's plea is a simple call for all of us to ensure that bad business practice has no place in this part of the world and consequently our priorities together focus again on Thinking of the Patient First!

Your Partner and Friend,  
Walid G. Barake  
President and Founder.

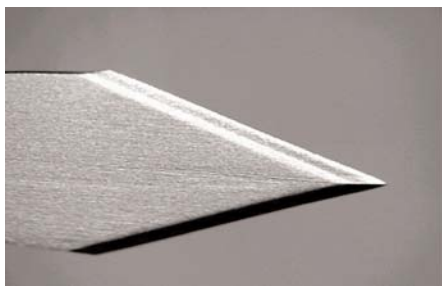
## SHARPOINT® OPHTHALMIC KNIVES – DIFFERENTIATION FOR INCREASED SATISFACTION!

Many cataract surgeons today see the microsurgical knife used in the procedure as a commodity even though it is an instrument of precise dimensions designed to give the perfect incision width and construction. Because of this view, sales discussions regarding these products quickly move to price and this is compounded by there being few differences between the major manufacturers of ophthalmic surgical knives.

Sharpoint® has always had its focus on ophthalmology and while other companies make knives, we make knives for ophthalmic surgery. What this means is that within the range there are products that are designed specifically for the cataract surgical procedure.

### IQ Geometry™

The patented IQ Geometry™ design was created for surgeons that have a need for the sharpest knife. A new, hollow bevel design allowed Sharpoint® to reduce the friction associated with wound construction and also reduce blade mass. The result is a knife that has penetration force reduced by 37% and blade thickness reduced by 40%. The benefit of these features is to reduce trauma in wound construction and to improve wound architecture.



In addition to the standard slit knife range, Sharpoint® recently introduced the IQ

Geometry™ profile to the ClearTrap™ trapezoidal knife. These are available in a range of sizes and provide the surgeon with the ability to have precisely sized primary and implantation incisions from one knife. Of particular interest to many will be the new 77-1725 model. This is a three step design that can create incisions of 1.7 and 2.2mm for bi manual or coaxial micro phaco, and the implantation incision for many preloaded foldable IOL injectors. All of this can be achieved with only one knife.

“The enhanced performance of the new IQ Geometry™ slit knife from Sharpoint® brings metal and gem blades one step closer. The IQ Geometry’s unique bevel results in smoother tissue penetration while its thinner profile reduces tissue resistance. It is the best performing metal blade I have used to date.”

Roberto Pineda, M.D.  
Massachusetts Eye & Ear Infirmary

### Clear Cornea Knives

The original single bevel knife was created when the majority of cataract surgery was performed using a scleral tunnel incision. In the last few years the move to clear corneal incisions has led to the introduction of double beveled knives. However, the bevel construction on the bottom of the blade was just a mirror of the bevel on the top leading to the need to change the plane of the knife during the incision, known as ‘dimple down’.

Sharpoint® has created a bevel configuration on the Clear Cornea range that is unique among steel blades. The bevels on this knife are tapered and asymmetrical (see diagram), which give the knife a transition-

al cutting edge running from the top of the bevel at the front of the knife to the bottom of the bevel at the back.



The benefit of this bevel configuration is a squarer, more self sealing incision without the need to change plane mid-incision. This is achieved by the transitional cutting edge creating an incision in a different plane to the entry of the knife into the cornea.

The Sharpoint® Clear Cornea knives also have a shorter blade than standard slit knives so that there is less blade in the eye during the incision. This reduces the risk of trauma to the iris and anterior capsule. Finally, the Sharpoint® Clear Cornea knives have width and depth indicators at 1.5, 1.75 and 2mm to assist with the incision construction.

### The Sharpoint® Sales Difference

By using the IQ Geometry™ and Clear Cornea Knives in everyday sales the salesperson can differentiate our product offering from the competition. This will lessen the need to discuss only price and allow the sales call to focus on product features and benefits. Adding this knowledge will also enhance the relationship with the doctor.

David Killengray - Director; Ophthalmic Sales, Europe & Middle East - Angiotech

## VISION FOR THE FUTURE: EPI-LASIK

The EpiVision(tm) technology, is an innovative advancement in refractive surgery. Epi-LASIK combines the most desirable features of today’s popular refractive techniques -LASIK and PRK.

It produces virtually instant a functional visual outcome like Lasik does but with the stable long-term visual outcomes of PRK. During the Epi-LASIK procedure the top layer of the cornea is separated into an intact sheet of viable tissue. This tissue is temporarily lifted away from the cornea so that a laser can be applied to reshape the

corneal bed. Once this is completed, the epithelial sheet is returned to its natural position on the eye. Key attributes the EpiVision System brings are security and accuracy.

EpiVision offers a safe and permanent correction for nearsightedness, farsightedness, and astigmatism. Since less tissue is removed than with traditional LASIK, it could potentially be used in patients with dry eyes or thin corneas, who may otherwise not be good candidates for laser vision correction. Also people with an active

lifestyle or people with a job where a flap in the eye is not permitted, can benefit from this innovation in refractive surgery.

EpiVision is manufactured in Germany by the company Gebauer, a family-owned company specialised in fine mechanics with the well known precision and quality of German instruments.

Karel Fabry - Int'l Sales Director

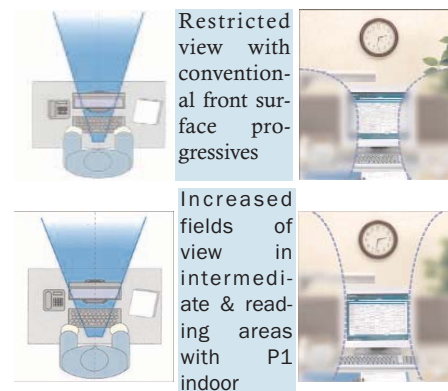
## SEIKO; IMPROVED COMFORT FOR OFFICE WORKERS

People who work in an office environment and need reading glasses will know that ordinary progressive design spectacles do not meet all of the wearer's needs. The problem is that many of us spend a lot of time using a computer and the 'intermediate' area of each lens which focuses on the screen is just not wide enough. The result is that head movement is increased and this can lead to neck pains and increased stress.

SEIKO has the answer; P-1 Indoor progressive lenses. These are designed specifically for use in the office environment. Whether you are in meetings, using a computer or

reading a financial report, P-1 Indoor lenses will give you clear and comfortable vision. Manufactured using 'inner surface' freeform technology, the lenses focus at distances between 4m and 30cm.

To enhance wearer comfort SEIKO P-1 Indoor lenses are available in 1.67 and 1.60 index making them up to 45% thinner and lighter than ordinary lenses. In addition they are anti-reflection coated and have the new SuperClean Coat easy-to-clean surface application as standard. To find out more about SEIKO P-1 Indoor lenses contact Elyse El-Choueifaty at [echoueifaty@medicalsintl.com](mailto:echoueifaty@medicalsintl.com) David Nicoll- Seiko



Restricted view with conventional front surface progressives

Increased fields of view in intermediate & reading areas with P1 indoor

## TRIKOLOR; YOUR CHOICE

The chances of increasing your contact lens practice are enormous whilst cases of dropouts by contact lens wearers are increasing worldwide and can alter negatively your return whether clinical or economical from contact lens fitting..

The remedy for this situation is simple at times and can require proper selection of the product prescribed to the patient in question followed by regular check – up visits to ensure that all is well in place.

The subject of my note today is to discuss a product that can give you top clinical and cosmetic outcome whilst having the lowest rate of rejection even in complex cases and harshest weather conditions- this product is TriKolor.

Manufactured by Pfortner Cornealnt Waicon in Argentina, TriKolor employs the finest tinting technology to ensure our natural dyes are embedded in the polymer for healthy wear and natural appearance.

As its name indicates TriKolor has 3 different color patterns in its plate:

**The** internal irregularly shaped hazel contour gives the natural fade-in effect to move smoothly from dark pupil to the main colored part. The large pupil of 5.1mm is to ensure no glares will alter the vision clarity in dim light condition.

**The** main colored segment imitates the complex iris pattern that is composed of dozens of various patterns of pigments thus keeping the sought after color evident. Small white holes are added to integrate part of the original iris color into the main tint pattern thus ensuring simply a total replication of the natural iris which end result in a final natural appearance.

**Finally** the darkest blackish ring defines the iris appearance for a younger look. This colored plate, as complicated as it seems, is obtained without altering the main feature we are after which proper oxy-

genation to the cornea even on high prescriptions the center thickness will remain untouched. Your patients' corneas will breathe normally through the safest 38% material, polyacon, designed in a tri-geometrical shape to ensure lens floating over the tear film surface and a high tear film exchange is achieved.

Now TriKolor is available with 7 different colors, all in prescriptions ranging from +6.00 to -10.00D in stock.

Trikolor is a medically prescribed cosmetic contact lens that helps you increase your contact lens patient profile whilst maintaining a happy and healthy contact lens wearing.

Go ahead and fit your next patient with TriKolor,

Mireille Gemayel Bou Chahine, M.Sc.,  
Sales Manager, United Arab Emirates.

## PRESCRIBING TORIC CONTACT LENSES

It is evident from our daily work in the field the hesitation of optometrists and practitioners to prescribing toric contact lenses.

The main reason could be the absence of a reliable, stable, comfortable lens in the market; or it could be a higher retail value, complication, or simply a previous bad experience with a specific brand.

However, building a toric contact lens business in every practice became essential and could be very rewarding. We see everyday and everywhere new optical shops opening; competition became sturdy, thus one question remains;

### How to differentiate your business and your practice?

Actually building a toric contact lens business is one way to simply build a solid patients' loyalty. Indeed, astigmatic patients wearing a toric contact lens hesitate tremendously before switching to a new clinic or another optic shop. Patient retention is a solid competitive advantage for your practice- think about it!

In addition, toric contact lens wearers generate a higher financial profit ensuring a healthier business vs. prescribing the regular spherical contact lens (daily, weekly, or monthly modality).



Clinically, fitting with cylindrical power vs. prescribing spherical equivalence will at all times give your patients better visual acuity and will help you have another happy patient, thus a loyal one. Consequently creating a better self satisfaction for every practitioner, YOU.

Another way to differentiate your practice would be to prescribe the easiest to fit, more stable, comfortable, and uncompromising toric contact lens, the BIOMEDICS TORIC. Give it a try!

Joseph Nachawaty  
Sales Manager  
Kuwait & East Gulf States



## ACTIVITIES BY MEDICALS INTERNATIONAL

### KSA; 2ND SUCCSESFULL SEMINAR WITH MAGRABI OPTICAL CHAIN



Magrabi Jeddah Team at Marriot Hotel- Jeddah



Walid Barake and Fady Badran during Riyadh palace talk- Riyadh

After successfully introducing the Rose-k lens for keratoconus through Magrabi Optical during 2006, I am proud to announce the successful penetration of our revolutionary Biomedics Toric line in the largest and most reputable optical chain in the Middle East and North Africa - that is Magrabi Optical of course.

Two group technical training seminars were held on the 4th and 5th of March in Jeddah Marriot and Riyadh Palace Hotel in the Kingdom of Saudi Arabia, during which the product FABs were discussed and various positioning and line introduction strategies were discussed. The group discussions entertained and answered valid retailing and prescribing points raised by the highly professional ophthalmologists, optometrists and sales personnel of the group. Lunch was served after each event in a very jovial and enjoyable atmosphere.

Medicals International is working to develop a prosperous partnership with Magrabi based on mutual benefit so we can both focus on Thinking of the Patient First.

I would like to take this opportunity to thank Dr. Joseph Ibrahim, OD – Magrabi Group Business Development Manager for initiating those highly technical events.



Magrabi Riyadh Team at Riyadh palace- Riyadh



Walid Barake during the talk at Riyadh Palace- Riyadh

Fadi Badran

Maghrabi Account Manager

Territory Manager- Medicals International- KSA

## SYRIA; SYROPTICA

For the first time in Syria, "SYROPTICA" an OPTICS Exhibition, gathering local and regional Agents of Eyeglasses, Lenses, Contact Lenses & Optic Equipments, summing around 30 participants.

Medicals International-Syria was there and played a major role initiating a set of presentations by all participants & some doctors regarding CLs.

Our president Mr. Walid Barake, was first to launch a presentation about our Biomedics Toric, talking about its manufacturing & specification. Around 200 attendees, were glamourised hearing about one of our products, and meeting our president.

This event will take place annually, and we'll be looking forward to taking a major part of Syroptica 07.



Nicolas Aramouni  
Sales Manager- Contact Lenses  
Medicals International- Syria

## EDUCATION AND TRAINING KEY TO WOMEN'S SUCCESS IN SAUDI-ARABIA

We are proud to announce that Dr. Aisha Natto C.E.O of Eye-2-Eye optics was ranked No. 1 on top of 20 Arab companies run by a women in 2007. During the Khadija bint khuwailid forum on March 20 at Hilton Hotel in Jeddah.

Dr. Aisha was handed the prize by her highness princess Adela Bint Abdulla Bin Abdil Aziz Al Saoud. In her speech Dr. Aisha said" this initiative would go a long way in prodding others to do more to get the prize next year". "They have sort of ignited competition which always is good for the growth of the economy".



Moreover during our meeting with Dr. Aisha she insisted that this prize is not an individual recognition for her, it is for the Eye-2-Eye as a company and this recognition and prize would have never been achieved without the support of all the Eye-2-Eye team.

We congratulate Dr. Aisha and Eye-2-Eye for this international award and wish her more success and prosperity.

Fady Badran MBA, FCLAO

Territory Manager, Jeddah KSA

## A PROFESSIONAL'S POINT OF VIEW; USING THE BIOMEDICS 55 AS A THERAPEUTIC CONTACT LENS IN MY PRACTICE BY DR. MAYA PANDOVA

Therapeutic contact lenses are particularly useful in traumatic corneal abrasions over 4 mm. They provide rapid pain relief from exposed nerve endings and when worn overnight, prevent the formation of stagnant tear film during sleeping that causes fragile epithelial cells to adhere to the eyelids. Healing of epithelial defects is promoted by protecting the migrated and/or newly formed cells from drying or mechanical trauma by the blinking action of the lids thus allows cellular adhesion and tissue relationship to develop normally. In the course of the last year, the Biomedics 55 hydrogel lenses were my choice, they cover adequately the entire cornea and contribute with their soft, to enhance patients' comfort. I have used the Biomedics 55 dis-

able hydrogel lenses in the management of more than 40 children and adults with large corneal abrasions seen as casualty outpatients at our hospital. Topical anesthetic drops like Amethocaine Hydrochloride 0.5% or Tetracaine Hydrochloride 0.5% were applied twice, the lens was glided onto the cornea and its position was checked at the slit lamp. It had to fit snugly and move slightly with each blink without blanching of the conjunctival vessels, decentrations, folds, wrinkles or air bubbles. All patients with bandage lenses were evaluated daily and as soon the epithelial defect healed – usually within 2 to 5 days - the lenses were removed at the slit lamp with a suturing forceps under topical anesthesia. I studied cases with bandage lenses,

demonstrates the long-term effectiveness of Biomedics 55 lens in pain relief and comfort, mechanical protection and vision enhancement by smoothing the irregular corneal surface. It has remarkable compatibility with a variety of eye drops as preserved suspensions and aqueous solutions, as well as a hypertonic lanolin/white petrolatum ointment and considerable safety despite the multitude of factors predisposing to corneal infection and scarring in this high-risk patient.



Dr. Maya G. Pandova  
Ophthalmologist  
Ahmadi Hospital; Ahmadi-  
Kuwait

## EYE AND VISION DEVELOPMENT BY DR. WIDAD IS'HAQ

The visual system is the most complex sensory system in the human body. However, it is the least mature system at birth. Though they have the anatomical structures needed for sight, infants have not learned to use them yet. Much of their first weeks and months are spent learning to see. As children grow, more complex skills like visual perception, develop.

At birth, babies are capable of seeing shapes by following lines where light and dark meet. They can see variations of light and dark and shades of gray. Newborns can only focus between 8-12 inches (20-30 cm), so much of their vision is blurred. Full term babies should be able to see their mother's facial expressions within a week of birth.

Eye muscle coordination in a newborn is also very immature. Babies' eyes often turn in or out or do not work together, a condition called strabismus. Babies initially learn to focus their eyes by looking at faces. They then gradually move out to objects brought close to them. Tracking and eye teaming skills begin to develop when infants start following moving objects.

### EXPECTED VISUAL PERFORMANCES:

#### Birth to 6 weeks of age:

- Stares at surrounding when awake
- Momentarily holds gaze on bright light or bright object
- Blinks at camera flash
- Eyes and head move together
- One eye may seem turned in at times

#### 8 weeks to 24 weeks:

- Eyes begin to move more widely with less head movement
- Eyes begin to follow moving objects or

people (8-12 weeks)

- Watches parent's face when being talked to (10-12 weeks)
- Begins to watch own hands (12-16 weeks)
- Eyes move in active inspection of surroundings (18-20 weeks)
- While sitting, looks at hands, food, bottle (18-24 weeks)
- Now looking for, and watching more distant objects (20-28 weeks)

#### 30 weeks to 48 weeks:

- May turn eyes inward while inspecting hands or toy (28-32 weeks)
- Eyes more mobile and move with little head movement (30-36 weeks)
- Watches activities around him for longer periods of time (30-36 weeks)
- Looks for toys he drops (32-38 weeks)
- Visually inspects toys he can hold (38-40 weeks)
- Creeps after favorite toy when seen (40-44 weeks)
- Sweeps eyes around room to see what's happening (44-48 weeks)
- Visually responds to smiles and voice of others (40-48 weeks)
- More and more visual inspection of objects and persons (46-52 weeks)

#### 12 months to 18 months:

- Now using both hands and visually steering hand activity (12-14 months)
- Visually interested in simple pictures (14-16 months)
- Often holds objects very close to eyes to inspect (14-18 months)
- Points to objects or people using words "look" or "see" (14-18 months)
- Looks for and identifies pictures in books (16-18 months)

#### 24 months to 36 months:

- Occasionally visually inspects without needing to touch (20-24 months)

- Smiles, facial brightening when views favorite objects and people (20-24 months)
- Likes to watch movement of wheels, egg beater, etc. (24-28 months)
- Watches own hand while scribbling (26-30 months)
- Visually explores and steers own walking and climbing (30-36 months)
- Watches and imitates other children (30-36 months)
- Can now begin to keep coloring on the paper (34-38 months)
- "Reads" pictures in books (34-38 months)

#### 40 months to 48 months:

- Brings head and eyes close to page of book while inspecting (40-44 months)
- Draws and names circle and cross on paper (40-44 months)
- Can close eyes on request, and may be able to wink one eye (46-50 months)

#### 4 years to 5 years:

- Uses eyes and hands together well and in increasing skill
- Moves and rolls eyes in an expressive way
- Draws and names pictures
- Colors within lines
- Cuts and pastes quite well on simple pictures
- Copies simple forms and some letters
- Can place small objects in small openings
- Passes all the tests described in Important Observation Parents Can Make
- Visually alert and observant of surroundings
- Tells about places, objects, or people seen elsewhere
- Shows increasing visual interest in new objects and place.

Widad Is'haq  
Senior Optometrist,  
Jeddah Eye Hospital, Low Vision  
Practitioner, Ebsar Foundation

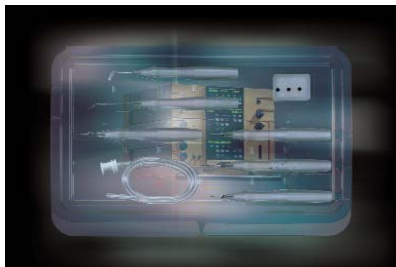
## SUPPLIER'S CORNER: OERTLI

### OERTLI MICRO INCISION SURGERY AT THE ESCRS CONFERENCE

Oertli intends to set new standards in Micro Incision Surgery. Oertli is showing groundbreaking new products for both cataract and vitreo-retinal surgery.

MICS (micro incision cataract surgery) has been used for a long time but the CO-MICS Phaco tip makes access easier than ever before. CO-MICS stands for co-axial MICS. Unlike the bi-manual technique, where infusion and aspiration require two hands and two instruments, with CO-MICS it is possible to use conventional phaco technology in exactly the same way as bi-manual "cool phaco" technology with incisions ranging from 1.6 – 1.8 mm. This has many advantages:

- The surgeon has no need to learn a new technique.
- Coaxial infusion with a silicon sleeve provides an optimum seal in the incision.
- Unlike the bi-manual technique, infusion and aspiration in a CO-MICS procedure are precisely coordinated with one another, so the anterior chamber remains perfectly stable.



The CO-MICS tip operates with micro pulse settings (Oertli CMP) and can be used for high vacuum with no risk. Emulsification is astonishingly effective by this means. Nucleus fragments are not repelled and any risk of phaco burn is eliminated.

The Oertli CO-MICS tip is currently slightly ahead of IOL developments, but it is pointing the way and proving that, against all expectations, the coaxial technique offers optimum performance with 1.6 mm incisions. Also included in the Oertli product range is the Microcoax tip for 2.2 mm incisions. It accommodates the current state of IOL insertion technology and requires no widening of the wound before implantation.

Vitreo-retinal surgery also benefits from a significant reduction in the size of incisions. Transconjunctival 25-gauge access has shown the way. 23-Gauge instrumentation with an insignificant enlargement of the incision from 0.5mm to 0.6mm is often preferred because it affords greater stability of the instruments. With NovitreX3000®, Oertli is offering a decisive improvement for both techniques.



The NovitreX3000® PMS Parsplana micro incision system affords an individual wound construction with improved stability and healing properties. A tunnel-shaped tangential cut can be made using a separate incision blade. Pilot tubes in metal instead of plastic increase stability and provide a smoother slide surface for the instruments.

The 25-and 23-gauge NovitreX3000® Twinac high-speed vitreous stripper repre-

sents a notable breakthrough. The speed of the stripping process is increased and risk of trauma to the retina is reduced. 50 miniscule vitreous portions per minute (3000 cuts per minute) are cleanly sucked up, separated and aspirated. The removal process can therefore be carried out with virtually no pulling or movement of the retina and, even at 23- and 25-gauge, vitrectomy times are reduced to those normally achieved with 20-gauge. The NovitreX3000® Twinac high-speed stripper cannot be compared with other high-speed strippers, which no longer offer sufficient aspiration at cutting rates in excess of 1500 per minute. The



Oertli Twinac operates with a twin-action pneumatic system. Both the aspiration and the cutting process are powered by air pressure. The mechanical reset spring used by competing models is no longer suitable at these high speeds.



## LACRIMAL RECONSTRUCTION

Canaliculus Intubation Sets (CIS), by Medtronic, provide gentle, controlled reconstruction of the lacrimal outflow system with optimal patient comfort and outcome. They are pre-assembled, to minimize the risk of compromised surgical performance, and feature malleable probes to provide gentle, atraumatic

intubation. The CIS family is available in three models to meet your specific requirements: the C-Line® CIS features highly flexible stylets for gentle retractable intubation, the Fiber Optic CIS model is illuminated for clear visualization during intubation, and the Guibor CIS features a unique stepped probe design

to enable a smooth transition in pass-through intubation. For more Ophthalmic product information, go to [www.medtronicophthalmics.com](http://www.medtronicophthalmics.com).

CANALICULUS INTUBATION SETS  
for Lacrimal System Reconstruction





## ACTIVITIES IN LEBANON



**Medicals International-**  
 Lebanon had a very busy quarter of scientific activities in terms of small gatherings for professionals in Tripoli, Bekaa, Saida and part of Beirut. The presentations tackled the advantages of asphere designs that goes along with the launching of the Biomedics Evolution. As well the sales team in Lebanon covered the Indo optical lab equipment line especially after the succesful installation of four complete labs in Lebanon.



## OFFICE ID; UAE OFFICE

The second eldest among a family of eleven brothers and sisters, Dubai office came to life in 1996. Since then, it has been living in the heart of a never sleeping city, in one of the most prestigious districts in Dubai, in Al Diyafa Street.

Born from the womb of a vision of four gentlemen (Mr. Walid Barake, Dr. Hussein Sayed, Dr. Ezzeldine, Mr Zarouni), Dubai's office is a living testimony of the incarnation of a dream into a solid reality. This office has evolved through its 11 golden years from a single desk with a couple employees in 1996 to an over 17 million dirhams operation in 2007.

Centered around a belief engraved in the heart and soul of every colleague that the

“Patient Comes First”, MI-Dubai today benefits from the resources of a large corporation and the soft values of its juvenile days.

Despite various hurdles encountered through out the years, MI-Dubai today is on the right track for an astonishing comeback. Recent restructuring in both the internal and sales forces have created a unique merger between what once was known as two hostile teams into a single spiritual entity.

Perhaps a living example on the preceding would be the enthusiasm and excitement that overwhelmed the office with the introduction of the Intralask concept in the region. With the sale of each unit a celebra-

tion was held. We have actually succeeded in leading the market and setting the benchmarks. It is a rare taste of success that we are lucky to have tried.

Today, this team feels on the top of the world. We are all proud to be members of the MI-family. I wish those feelings of pride, success and honor are spread all over the organization, as this is what is going to pave the way towards achieving our dream of becoming the ophthalmology industry leader in the region.

Alexandre El Khoury; MBA  
 Asst. Internal Office Manager;  
 Medicals International- UAE



Mireille Gemayel;  
 Sales Manager



Richard Bechaalany;  
 Service Engineer & TM



Joseph Bou Malhab; Jr.  
 Territory Manager- Sx



Wissam Khaddaj;  
 Territory Manager- CL



Elias Moujabber;  
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Alexandre El Khoury; Asst.  
 Internal Office Manager



Maria Jesusa Bagtas (Suzy);  
 Accounts Receivables



Marigold Lamata;  
 Accountant



Aboo Backer Thulayillath;  
 Delivery & PR Officer



Mohamad Ali Thulayillath;  
 Storekeeper



Noushad Mohamad Vaidiyar;  
 Delivery Officer



Mohamad Rafi Poropad;  
 Delivery Officer



Shokur;  
 Delivery Officer

# MY NEWS!!!

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*My experience at Medicals International has been one to write about. I joined MI at the age of 17 unsure of what I will be doing and where next I should go. "Life is what happens while you are busy making other plans"; I am not sure who said this but I think he is right.*

*Since I started I jumped from moving between offices trying to please everyone to looking after operations in Lebanon then receivables then standardization of information (kind of MIS work). Thereafter I started Syria's office, back to Beirut to look after Off-Shore operations and today looking after Walid's work while he is extensively on the road. You guess with me what I have done since September 2001. All I know is I learned a lot and I am continuing to do so everyday with new challenges and new crisis to manage specially with war calling on us here in Lebanon last summer and the swift moves we had to make in less than 10 days to ensure Medicals survive the crisis.*



**We Think of The Patient First**

*Today I am happy to write this brief history of my career and pleased to say that I have started back my academic studies along with work so I can do smarter work for this organization that I really cherish.*

*Majed Abou Arraj  
Assistant to President*



*Dubai operation kept the promise... In the last edition of Vision with Attitude, we launched the NEW COLORS of TRIKOLOR in Abu Dhabi and Dubai. On the 24th of January, Al Ain opticians, optometrists and ophthalmologists and MI's team gathered at the Intercontinental Hotel Al Ain, to go through the Biomedics Evolution's concept FABs & the NEW COLORS of TRIKOLOR. Lunch was served after in a beautiful and friendly environment.*



*On the 27th of February MI team members continued their journey towards Hilton Ras El Khayma spreading around the same messages about the Tri kolor and the Biomedics Evolution to our partners of Ras El Khayma.*

*See you all soon ....*

