



Vision With Attitude

Medicals International

Innovation; A Source of Life

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- Medicals International, UAE office has successfully concluded the sales of 5 Intralase in the Gulf Region
- Medicals International receives "Highest Sales Growth Value 2005 Award" from STAAR Surgical.

Human mindsets limit our potential by the so-called conventional wisdom. Our daily habits and routines border our thinking with limitations that are "NOT" to be altered throughout our schooling commanded thinking. Innovation alerts our brain cells every now and then with a novelty that shines the daring among us to embark into prospective thinking and practice that shall mark tomorrow's standards of the game, give legitimacy to what was unconventional and questionable and award the early adopters as being giants in their fields, champions of their scenes, and innovators of their time.

This is how penicillin was accepted and adopted as a legitimate medicine, this is how Bell, Newton, Einstein, Shakespeare, the Beatles, and others were all looked at as "different", then welcomed and became associated with "being smart and knowledgeable", whilst what they did they simply extended their thinking limits.

In the ophthalmic field, like in so many other medical fields, we are witnessing breakthroughs at the extreme of where technology

could deliver. Femtosecond lasers are changing the way we approach many ophthalmic procedures. In 2005, 25% of corneal flaps were done utilizing this device in the US. We will soon see suture less PKPs (penetrating keratoplasties) and bladeless surgeries will become the standards. Other technologies are already quite advanced in phacos, vitreoretinal equipments and instruments, photodisruptors, photocoagulators, implants, etc..... Yet many of us wait..

Can we afford to wait, should we wait? And until when?...

Innovation remains at the center of life, otherwise we would have been all tabbing our end of month book keeping at a thick and dirty ledger, away from the elegance of electronics and computing, and medical centers would still have been at the mercy of stone age practices and our valued patients wouldn't have enjoyed their extended years in life with corrected vision and other functional needs, well restored, painlessly.

Today's note is an invitation for us all to keep an open mind to innovation. Be an early adopter



Walid Barake

President & Founder

and when you need to be conservative; you ought to investigate properly. However, give technology its fair chance to ensuring that our valued patients are offered with an alternative that is safer, more predictable and assures a better surgical or clinical outcome.

Your colleague, partner and friend,

Walid G. Barake

Astra Tech; Your Choice of Dental Implant System

The way you perform implant surgery, the way you use Astra Implants

Astra-Tech is a company in the AstraZeneca Group, one of the world's leading pharmaceutical companies.

Astra Tech has designed and developed a dental implant system based on years of scientific research and clinical documentations, which end resulted in a unique system with perfect balance of Simplicity, Reliability, and Esthetics. This system has proven, through long-term working relationships with dental professionals, that it does improve the quality of life.

The main advantages of using Astra Dental Implant System compared with other dental implants without microthreads are many:

1. Flexibility in choice of surgical protocol:

You can use a one-stage or a two stage protocol; you can even change during the procedure. That illustrates the flexibility of Astra implants.

2. Higher marginal bone levels & healthier soft tissue-

No black triangles:

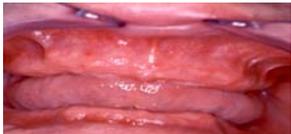
Microthread



Uniquely designed to optimize load transfer from the implant to the surrounding bone, the microthreads on the implant neck lower the stress peaks in the marginal cortical bone. Through this, the marginal bone is successfully preserved. This provides an increased durability and stability of the implant plus the esthetic and functional results are predictable and reliable.

From a Doctor's Perspective

A case performed by Dr. Amer Atassi DMD, MS. (Kingdom Consultant Clinics, KSA, Riyadh): Mrs. Maxine Dixon lost all of her teeth due to a severe periodontal (gum) disease. She was implanted 13 Astra Tech implants, which were later restored with fixed porcelain bridges. These implants helped her regain not only her function and esthetics, but also her self confidence.

- 1  **Picture (1)** the edentulous jaws with no teeth (initial picture).
- 2  **Picture (2)** Placement of 13 Astra implants in both maxilla and mandible.
- 3  **Picture (3)** the final fixed bridge over the Astra Tech implants.

3. Increased bone stability and quality:

Tioblast



The fixture has a well defined rough surface of Titanium dioxide, **Tioblast**. This surface increases the shear strength in the implant-bone interface. Tioblast is backed by long-term prospective clinical studies with excellent results.

4. No micro-leakage between the components:

Conical Seal Design-CSD



The conical relation between fixture and abutment is the backbone of the Astra Implant which provides a tight seal between the two components. Thus, the risk of micro-movements and micro-leakages between the components are minimized. The self-guiding nature of the CSD simplifies handling, and ensures easy and precise seating of the components.

5. Fixture Microthread made to carry load:

The jaw bone needs stimulation to regenerate. Therefore, a dental implant should provide mechanical stimulation on the surrounding bone when loaded.



Documented research clearly show that the presence of microthreads at the fixture neck results in uniform stress distribution which increases the functional load bearing capacity by up to three times. ■ Ali Al Akkad, Territory Manager- Medicals International, KSA

A Case performed By Dr.Firas Bukai DMD.FAGD (Lasting Smile Dental Clinics, KSA, Riyadh):



Picture (1) & (2) Immediate implant placement aesthetic and function Tooth # 7 unrestorable



Picture (3) The tooth was extracted and an osteoblast Astra Tech 3.5 by 13mm implant was placed in the socket, the implant was restored after 5 month



Picture (4) after one and half year follow up, excellent aesthetic and integration are shown.

True, lifelong esthetics depends on healthy soft tissue and bone. It requires a holistic approach, and an implant system inspired by nature. With the Astra Tech implant system, nature is on your side, for safer, more predictable results, and an esthetic appearance that lasts a lifetime.

SEIKO: Clear vision at all distances

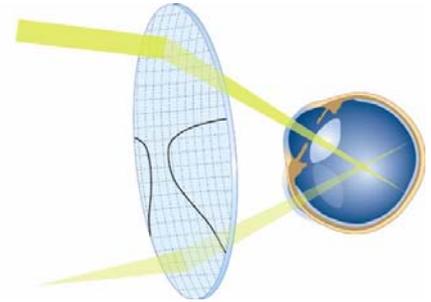
By the age of 50, most of us develop a condition called “presbyopia” which results in corrective eyewear, being required to focus on near objects. This condition is a natural consequence of the ageing process and is often resolved by wearing reading spectacles. Unfortunately these spectacles do not allow the wearer to focus on distant objects, so he or she needs to keep swapping over from one pair of spectacles to another. SEIKO has the answer to this irritating situation; progressive design lenses which focus at all distances, meaning that the wearer only needs one

pair of spectacles for everyday use.

SEIKO P-1W lenses incorporate Multi-Division Aspheric design which uses computer simulation to maximise the corrective performance of each area of the lens. The result is natural vision. Medicals International offers P-1W progressive lenses in 1.67 index which makes them up to 40% thinner and lighter than ordinary organic lenses and up to 65% lighter than mineral lenses. In addition, they cut off 100% of UV up to 395nm. These lenses benefit from SEIKO Super Multi Coat, making them

almost reflection free.

For customers who are looking for excellent vision but do not want the most premium products, Medicals International offers the P-1W 1.56 lens which is up to 30% thinner and lighter than ordinary organic lenses. This too cuts off 100% of UV up to 395nm and is available either with a MAR



coating, or just a Hard Coat.

For further information on SEIKO P-1W design lenses contact Elyse El-Chouefaty at echouefaty@medicalsintl.com ■ David Nicoll – International Sales, Seiko

Biomedics 55 Evolution; “Our Best Made Better”



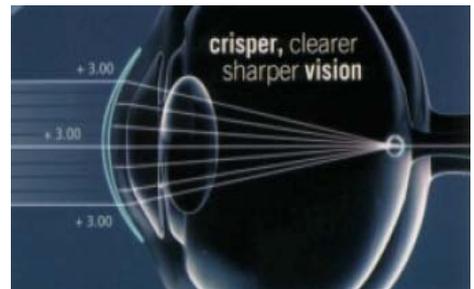
Biomedics Evolution is the new addition to our Biomedics line.

Spherical Aberration is a problem caused by the difference of power between the center and the periphery of a spherical

lens, causing inconsistent vision especially at dim light as well as haloes and glare. The reason of this optic distortion is that beams of light falling at different points on a spherical lens will focus at different points inside the eye.

This problem will be solved with the introduction of Biomedics 55 Evolution.

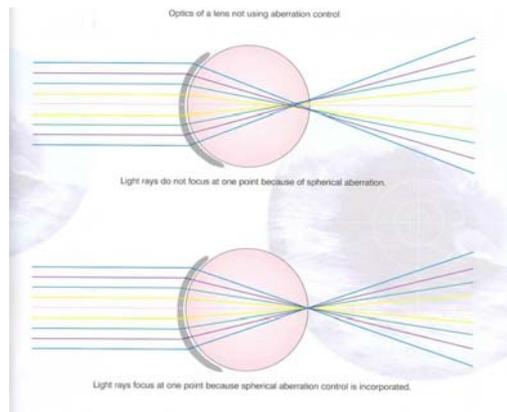
Our new aspheric lens with the aspheric curvature reduces the lens power in the periphery so that it equals the center, correcting the aberration of the eye and the contact lens at the same time. The result is having the light more accurately directed towards one focal point, therefore allowing the lens to provide crisper, clearer and



sharper vision on the retina. Shifting our valued customers to BMS 55 Evolution requires no refitting time and surely they will experience the improved vision and comfort . ■ Fadi Badran, Territory Manager- Medicals International, KSA.

Rose K II

Spherical aberration is also a common problem faced in RGP contact lens fitting. The problem in Keratoconus cases specifically is exaggerated especially with steep radius of curvature. The rays of light passing through the edge of the lens bend more and focus slightly in front of those passing through the center, hence we will have many focal points of light rays, inducing glare thus distorted vision.



Rose K II is the newest design of the Rose K system. this new lens incorporates a sophisticated parabolic section on the posterior surface. The spherical aberration is counteracted by varying amounts of eccentricity across the back optic zone diameter. **However the fitting for these lenses is the same as for Rose K.** ■ Paul Baaklini, Sales Manager- Medicals International, KSA.

Activities by Medicals International

Lebanon



Medicals stand in LOS with the sales team

The Lebanese Ophthalmic Society (LOS) had its annual meeting on March 30, April 1-2, 2006 at Bristol Hotel, Beirut. Medicals International was present in the exhibition with its surgicals and contact lens department. A wet-lab on the Intacs rings technology was organized in parallel at Medicals booth. We would like to thank all the participating doctors in making this event a real success.



Dr. Charafeddine starting an Intacs Wet lab.



Dr. Amid Samaha during Wet Lab



The first Intralase surgery in Lebanon was performed by Dr. Nada Jabbur, assisted by Medicals International team, on 24/02/2006 in Clemenceau Medical Center, Hamra. Results were excellent as expected.



Dr. Nada Jabbur and colleagues with Medicals International team; Michel Kleib, Salah Malek, and Richard Bechaalany

Egypt

The Egyptian Ophthalmic Society, referred to as EOS, is the most attended meeting in the Arab World. This society is the oldest ophthalmic society in the world. Of course Medicals International is proud to be part of this annual event, represented by the sales team in Egypt.

Medicals booth displayed presentations and explanations on the multiple line of products we have.



Medicals International sales team in Cairo standing for a picture with our Vice President, Surgicals; Salah Malek, during EOS.



Salah Malek and Abdel Aziz Saad (Territory Manager) with Dr. Hussein Shaker after an Intacs surgery.



Left to right: Ahmad Tabaga (Associate Sales Manager), Dr. Abd Al Rahman El Sebaay from Monofia University, Salah Malek

Activities by Medicals International (Continued)

Kingdom Of Saudi Arabia



Top: Medicals International stand in SOS
Bottom: Wet Lab for participant doctors



Hands-on training during the SOS

SOS meeting is the biggest ophthalmic event held annually in the Kingdom of Saudi Arabia, in which elite ophthalmologists gather under the same roof to discuss the latest innovations in the ophthalmology field, in the presence of world-known international doctors coming for this event.

As usual Medicals International played a major role, being one of the biggest companies participating in the meeting, and offering a varieties of activities, including Epi-LASIK hands-on, Intacs, in addition to the ICL Phakic lenses training, conducted by Dr. Alaa' Al- Danasoury MD, Head of Refractive at Magrabi and Pascal Aeschlimann of STAAR Surgicals.

During the event new items were introduced for the first time, Biomedics Toric, Biomedics Evolution, Biomedics solution, as well as Intralase femtosecond laser.



Syria



As the pictures illustrate, the traffic at Medicals International booth during the Hama one-day ophthalmic symposium was a thrill.

We are very indebted to the organizers for giving us the opportunity to be part of this great meeting.



Supplier's Corner; Ellex



Laserex is now Ellex. We have combined our global strengths into one dedicated ophthalmic laser company.

mic laser company.

During the last two decades, Ellex has designed and manufactured over 10,000 SLT devices, photodisruptors and photocoagulators under Laserex and other well-known brands. The decision to unify our company and products

Medicals International is proud to be associated for over five years now with Ellex in the Middle East region.

Our relationship is based on mutual trust and professional friendship.

under the Ellex name reflects our commitment to become closer to our customers.

The Ellex vision is to be the leading brand of lasers used by ophthalmologists to fight blindness – which is why we are the only laser manufacturer focused exclusively on the ophthalmic

market. Ellex engineered its first high-performance ophthalmic laser in 1985. Since then, we have concentrated our efforts on developing the best solid-state laser technology for treating a wide variety of cataract, retina and glaucoma conditions. The Ellex Integre Duo™, recently launched at the ASCRS 2006 Meeting in San Francisco, is the first solid-state multi-color photocoagulator to deliver clinically proven green and red treatment wavelengths. Visit the Ellex website to learn more www.ellex.com ■ Angela Frazer – Customer Liaison Coordinator, Laserex

A Doctor's Point of View; The Realistic Expectations from SLT

By Dr. Tarek Eid

Over the past few months, I've met many scenarios related to SLT that reflect some unrealistic expectations from the technique and lack of understanding the proper indications and the expected outcome of the procedure.

First case scenario: A 57-years old lady referred to me from an ophthalmologist with advanced pseudophakic glaucoma in her right eye, IOP 39 mmHg on 3 drops, and repeated history of noncompliance. Her doctor told her you need to go for SLT to lower the pressure and avoid the problems of noncompliance and referred her to me. After examining the patient, she was very worried when I told her that SLT is not a suitable option and surgery will work better for her eye. I had to contact her doctor and explain to him the expected outcome of SLT for such condition so we both can convince her by the proper plan of treatment.

Second case scenario: A 39-years old male with early POAG, controlled with once daily glaucoma medication. Patient was very upset from the drop and wanted to get rid of it for no medical reason. He asked for SLT and his main expectation was that laser would make his glaucoma disappear and he won't go back for drops again. When I discussed with him the possible outcome scenarios, he became very hesitant and it took from him 5 months before doing the laser.

Third case scenario: A 62-years old lady with moderately advanced glaucoma and IOP of 27 mmHg on one prostaglandin eye drops. Patient has bronchial asthma, allergy to sulpha products, and had systemic side effects from brimonidine drops. When

I recommended SLT to help her pressure go down instead of adding more drops, she told me that she doesn't want to go blind from the laser as her daughter is in the ICU and she takes care of her. This concept came to the patient because of her sister who became blind after having many laser sessions. I realized that her sister suffered from proliferative diabetic retinopathy but unluckily, I was not able to convince her that this laser is different and it doesn't harm your sight.

Different studies related to proper indications and outcome of SLT are clear in defining target patients for SLT and in fact limit the eagerly desire of some doctors and many patients to find the magic, 100% cure rate procedure from glaucoma. From the published works regarding SLT we recognize the following:

- SLT is proven to be a safe and effective alternative to ALT and is able to decrease the IOP in patients with previous failed ALT.
- SLT generates a reduction in IOP comparable to medical treatment as initial therapy for OAG, in the same time avoids the compliance issue with medical treatment as well as ocular and systemic side effects and cost. This makes SLT an effective first line treatment for newly diagnosed POAG and ocular hypertension.
- SLT is effective as an initial or adjunctive therapy to medical treatment of mild to moderate OAG and as an alternative to primary surgical intervention in mild to moderate cases, or at most

can delay the surgery for some time.

- SLT is more effective with 360 degrees than 180 degrees, more effective with a baseline IOP greater than 20 mmHg, and has similar IOP reduction in phakic versus pseudophakic eyes, whereas the response rate is lower in patients taking prostaglandins and in patients on maximal tolerated medical therapy.
- Success rate of SLT is comparable to ALT with degrading success over time (in one study, time to failure is 25% at 6 months). However, SLT can be repeated safely without compromise of the filtration angle. Repeated SLT appears to have a higher response rate in first-time responders.



Actually, in our area, there was very limited acceptance of ALT among ophthalmologists and very unpleasant experience with other laser treatments among patients and unrealistic expectations of both patients and doctors regarding a new, attractive technology to solve an intractable disease like glaucoma. We need to provide both doctors and patients with a clear and proper understanding of SLT technique, its indications, shortcomings, success rate, failure rate, value of repetition, and most important what SLT really adds to the long list of medicines, lasers, and surgeries available for glaucoma management. ■ Tarek Eid, MD. Associate Professor of Ophthalmology, Consultant & Chief, Glaucoma & Cataract Unit, Magrabi Eye & Ear Center, Jeddah Saudi Arabia

Employee of Quarter I

Our two criteria for employee of the quarter nomination are: taking initiative and realizing a special achievement of value to team members and to the company. At every nomination, we receive several names for this award, with main reason for nomination: "hard work". In this regard I would like to thank all colleagues in Medicals International for their continuous efforts and hard work, knowing that in our group everyone has to be a hard worker, since there's

no place for any "soft" or "average worker" among us.

The employee meeting these criteria for Quarter 1 is Maha El Mani from Jordan office. Maha has joined our team almost two years ago and she has been trained by a professional and distinguished leader, "Mona Farah". With her strong personality and high commitment, Maha was able to maintain the same level of service in the

office in spite of change of supervisor during a challenging transitory period and she has helped her new supervisor and new sales colleagues accommodating fast to the work processes and conditions of Jordan office. In many instances, Maha has taken initiatives on her own for the sake of not interrupting the work flow. Thank you Maha for your contribution. We're proud to have you on board.



A Team Member's Point of View

Four years ago I applied for a job advertised in a local newspaper. I didn't know the company I'm applying for, neither had I a clue about the industry. The only thing I knew was that I was looking for a place where I can find myself; a place that can help me reach where I want to go and where I needed to be in the future. First objective in mind was fulfilling my sense of self accomplishment.

Four years are long when counting days, but never is the case when you wake up each morning with an objective of getting an issue solved and when having a list of tasks to be achieved. Simply looking at it, it looks certainly impossible. At Medicals, by no means you would be having a day like the previous one. This can't be happening. Every day has challenges of its own, starting with the early morning mails checking to the end of night next-day scheduling. But one thing remains prominent is the feeling of being surrounded by a family of the most dedicated people, all ready to help and focused on improving the organization each his own way.

What should be added is that nothing is perfect. Time will pass when you feel to be

carrying the world on your shoulder, nothing you do actually works, and you simply want to give up everything in a simple pursuit of an escape from the working stress environment. All of this vanishes when you get to hear and know about the vision behind this wonderful and full of challenge organization, that of using the present achievement as only a base for a potential success and have set the sky as a limit. You look around and see yourself a part of this idea that turned to a multinational organization with broader perspectives. Add to this a small element that does it all; it's having the support and trust from the top of the organization that somehow feels like a positive burden.

At Medicals International you will have a sense of pride for being part of this vision. Pride in the organization's position in the market and continued leadership in products and services and pride in the people that makes it all happen with the simple believe that being a leader needs continuous individual efforts combined in a cooperative setting with having the success in every faced issue as an objective to reach.

Now here I am in Jordan, after spending

most of my previous engagement time in Beirut, working with a small team of highly qualified people, to improve the relationship with the customers which in turn will be affecting the patient positively, and at the end will lead with no doubt to an optimistic business growth. What I've said once can be repeated now, that what I thought to be a downgrading truly turned to be a challenge. Medicals International – Jordan is just in the middle of a tough region at all levels, and turning the case from only gaining existence in a market to an almost market leading position in a number of lines and within less than three years of operations is something to be noticed for sure.

With a hard weather presenting the economical disturbances, and high waves coming from every side presenting the market movements, a person's power and will can't be of significance. This is where the role of Medicals International comes. This big organization that carries all these individuals and help them in proving themselves and reaching what was desired from the start- this is the true sense of self accomplishment. ■ Sami Sila- Jordan Office

Office ID...

Medicals Office in Syria,

The office in Syria is still considered a new one. It started in mid-year 2004, covering only Damascus.

Today the office comprises of 4 sales colleagues covering about 90% of the Syrian territories, marketing and selling Contact Lens & Surgical products.

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Nicolas Aramouni; Sales Manager, Contact Lens



Tony Abou Aboud; Sales Manager, Surgicals



Shaker Shaker; Territory Manager, Surgicals



Wassim Tabakh; Jr. Territory Manager, Surgicals



Samar Maghout; Operations Officer



Bassam Ziadeh; Customer Service Officer



Talal Istambouly; Delivery Officer

Meet Us Better...

What's going on in Medicals...

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Please don't hesitate to send us your comments & queries to info@medicalsintl.com. We would be glad to hear from you



We Think of The Patient First



Top: Joseph Nachawaty, Kuwait, presenting
Bottom: Group Photo, last day of meeting



Pottery session

At the end of the year, the champions of Medicals met to review the performance of 2005 and set new challenging targets and strategies for 2006.

Each head of unit came prepared with a presentation and numbers to display the achievements and growth achieved in 2005. Competition between the offices is fierce and certainly leading to over expected outcomes.

Before the 3-day meeting, we all enjoyed the highly interactive and efficient leadership training for two consecutive days. The training was given by Effiquial designed Learning.

The annual meeting ended by a relieving pottery session, where each participant displayed his/her creativity with a pottery item. The atmosphere was nice, friendly and relaxing.



Taken by creativity...



Top: Certainly having fun...
Bottom: Dinning

Annual Party

The company celebrated the end of a productive year 2005 by a dancing dinner in Lebanon. The annual party had a special flavor because 2 colleagues received their gift for completing 10 years in Medicals International, Rita Chehwane and Wadad Barake, and 4 other colleagues received their 5-years gift; Paul Baaklini, Youssef Alwan, Ishak Hanna, and Michel Kleib. Congratulations to All!



Top: No Comments
Bottom: Michel Kleib receiving his gift



Paul & Youssef proud with their 5-years tenure gift

