



Vision With Attitude

Medicals International

A Season of Scientific Activities in the Region

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- Big Success in PAACO
- New Section: office ID
- Latest Technical Communiqué “Astra Tech Dental Implant System: *the Biological & Biochemical Approach*” can be reached on Medicals Website

During the last two months, Medicals International has participated in many important regional exhibits and scientific activities starting with the SOS- The Saudi Ophthalmic Society meeting in Riyadh, Saudi Arabia, followed by the EOS- the Egyptian Society meeting in Cairo, Egypt, then the JOS- Jordanian Ophthalmic Society meeting held in Amman, Jordan. We wrapped up

the ophthalmic season of meetings just few weeks ago with the regional Pan Arab African Council of Ophthalmology “PAACO 2005” meeting which was held in Dubai. As I am writing this note as well, our team in Beirut is taking part in the 1st Annual Meeting of Lebanese Society of Oral Surgery where Medicals International is a main sponsor. These various scientific meetings and activities



Walid Barake- President & Founder



Pan Arab African Council of Ophthalmology, Dubai



Saudi Ophthalmic Society Meeting , Riyadh

prove how much our region and its medical intellect communities are after knowledge, skill transfer and in pursuit of excellence. For us, at Medicals International, this represents a true challenge to be up to the intellectual level of our valued surgeons, practitioners and professionals. Similarly, we are committed to our international suppliers, who have entrusted their business to us, to better represent them and excel in presenting their products & various clinical solutions.

We are very pleased to be part of all of this and in the pages that follow you can read more about what happened in each one of the meetings. Surely the

focus will be on PAACO as close to 2000 professionals attended this event, exceeding some European or International meetings.

The participation of Medicals was not limited to exhibit space. We sponsored international speakers, symposiums, and provided interesting hands-on activities & courses for various skill transfer purposes.

We hope participants enjoyed this experience and had the opportunity to stop by our exhibit or to attend any of our activities.

The meetings are over now yet Medicals remain committed to set up any size of activity if it helps you, our valued partners,

(Continued on page 3)

New Product:

Catarhex Swisstech from *Oertli*!

Medicals International and Oertli Instrumente proudly introduce to you the 'Higher Intelligence' CATARHEX SWISSTECH portable phacoemulsification system.

The CataRhex Swisstech was officially launched worldwide in September 2004 in Paris during the ESCRS meeting. It is being launched in the Middle East during Q1 and Q2 of 2005 (esp. in SOS in Riyadh and PAACO in Dubai).

After more than 35 years of experience in the field of microsurgical ophthalmic units, and 8 years of success of their 1st generation CataRhex portable Phaco system in more than 80 countries, Oertli has released now their new world-class CataRhex Swisstech Phaco system. This system is unique in terms of its technology, design, size, convenience, comfort, safety, effectiveness and efficiency, due to its uncompromising Swiss quality and craftsmanship.

With an aim not to compete with the giants but rather to surpass them by making the best techniques available to everyone everywhere, Oertli engineers with the clinical guidance of a group of Swiss ophthalmologists have made the Swisstech see the light ! This state of the art system offers:

- Multi-mode Phaco (continuous mode, pulse mode, and burst mode)
- Occlusion mode Phaco
- Cool Micro-incision Phaco (CMP or MICS or bimanual sleeveless Phaco)
- Irrigation/Aspiration (coaxial and bimanual)



- Perfect flow control and proportional vacuum override for very controlled I/A
- Direct processor control for faster response
- Direct Access front panel for easier parameter and function modification
- Hexadisq 6-piezocrystal Phaco handpiece: the most powerful, the coolest, and the lightest in weight !
- High quality titanium made instruments



- Bipolar diathermy (macrohaemostasis + coaptation + endo-diathermy ...)
- Bipolar high frequency automated capsulotomy
- Bipolar glaucoma surgery (Sclerotherapy + Intrastromal diathermal keratotomy)
- High speed anterior vitrectomy (anterior + posterior + single cut)
- Multi-functional foot pedal
- Upgradeability to full vitreoretinal microsurgical system through addition of the Vitrex extension !

All these functions are backed-up by the latest in terms of technology which gives the Swisstech its 'high intelligence'. We will list below some of these unique features:

- Concentrated intelligence, technology, and capability into a small unit of only 5.6 Kg that can fit on any I/V pole or stand
- Extremely powerful pump generating the lowest rise time ever !
- Contamination-free pressure measurement and smart pressure sensor
- Stable Chamber Technology (SCT) for an unmatched stability of the AC

- Reusable or disposable cassettes and instruments
- Multi-program and multi-surgeon system

The CataRhex Swisstech is practical and easy to use by all doctors and nurses. It is affordable and has the lowest running cost on the market. In addition, its maintenance is less frequent and less costly than its giant competitors. It is designed to fit into the smallest ORs and its portability enables it to be used in multiple practices. ■ Y. Alwan

SEIKO Lenses: Improving Profit and Customer Satisfaction

Opticians strive to build their reputation, increase profits and create customer loyalty. SEIKO lenses can help to achieve these objectives.

Most consumers recognise the SEIKO name through its excellent watches and associate the brand with innovation, technology and style. It will probably not surprise them to find out that SEIKO also makes high quality, beautiful spectacle lenses. They may, however, be surprised by how thin, light and clear their lenses can be.

SEIKO lenses can be up to 50% thinner and 45% lighter

than ordinary plastic lenses. In addition their revolutionary designs ensure that customers experience a high level of visual

comfort. They will be delighted that SEIKO coatings keep their lenses looking great.



SEIKO has been making premium quality spectacle lenses since 1964. It has achieved many world firsts including the first 1.67 index aspheric lens, designing the first inner surface progressive and the first bi-aspheric lens. SEIKO is famous the world over for its high technology and excellent coatings.

It is difficult for con-

sumers to judge the quality of spectacle lenses and usually the first time that they will see and touch their lenses is after they have been ordered. The SEIKO name will reassure your customers that they will receive premium quality product and make them more likely to choose high technology designs, materials and coatings.

Find out from Medicals International how SEIKO lenses can increase your profits, delight customers and build loyalty by contacting any of Medicals offices in the region, or writing to info@medicalsintl.com ■ David Nicoll - International Sales, Seiko

A season of Scientific Activities ... (Cont'd)



Egyptian Ophthalmic Society Meeting, Cairo

(Continued from page 1)

at any level of your practice. Please contact any of our professional team members in your region and they will be happy to assist; alternatively, pls. write salesaudit@medicalsintl.com and we will ensure your message is directed to the right person.

Looking forward to meeting you. ■ WGB



Jordanian Ophthalmic Society Meeting, Amman

Astra Training for Medicals Team



Always for the objective of excellent service, Astra tech invited Medicals Dental team for a 2-days intensive training at its headquarters in Sweden. The training mainly covered Astra Features, surgical prosthetic & Lab Procedures.

The team of Medicals consisted of: Chady Torbey from Dubai Office (Territory Manager, Dental); Ghada Achkar from Lebanon Office (Territory Manager, Dental); Paul El Baakliny from KSA Office (Sales & Marketing Manager); Rita Chehwane from Lebanon Office (Sales & Marketing Manager); Salah Malek (VP, Surgicals)



Left to Right: Salah & Paul during an application exercise



Ghada in full concentration



Left to Right: Rita receiving her training certificate from Mr. Mauro del Mestre



Pan Arab African Council of Ophthalmology



Medicals' Green Island



One Side of Our Booth



At the right Eng. Mohamad Zaatar, Medicals KSA, with Dr. Tashkandi at the Oertli corner.

The 13th Pan Arab African Council of Ophthalmology (PAACO) meeting held in Dubai this year wrapped up a season of scientific activities in the Middle East region. Starting with the SOS – Saudi Ophthalmic Society meeting to the Egyptian EOS then Jordanian JOS meeting we had a whole month on the go. However it is important that we acknowledge the effort of the PAACO organizers, the scientific team, the managing body and the logistics people for putting together an equal or better meeting to the ones we attend internationally and for bringing the belief of “Yes, we can do



Eng Toni Abou Abboud & Eng Youssef Alwan with a group of doctors at the Gebauer Epitome wet lab

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At the left Eng. Ahmad Tabaga, Medicals Egypt, with acknowledge professionals at the Intacs stand

something important here in the region and we can compete with international events and international venues.”

We were truly privileged at Medicals International during this meeting which was attended by close to 2000 professionals to receive a large number of those professionals. Our wet lab stations were busy until late hours, our meeting room was engaged at all times and the island we occupied in the center of the exhibit hall was crowded corner to corner.

(Continued on page 5)



SLT Symposium, Left to right:: Pr. Nouredine, AUB- Beirut, Pr. Hamzawi, Maghrabi- KSA, Pr. Blyсна, Santa Maria, CA- USA.

1st Annual Meeting of Lebanese Society of Oral Surgery



Medicals International was a Golden Sponsor in the exceptional event of the 1st Meeting of Lebanese Society of Oral Surgery

From left to right: Ghada Achkar (Territory Manager, dental), Dr. Dimosthenis Mantokoudis, DMD (Speaker) Rita Chehwane (Sales & Marketing Manager, Lebanon), Mr. Mauro Del Mestre (Area Manager, Astra Tech, Sweden)



Pr. Mantokoudis presenting Astra features

Medicals International had the honor to participate in the 1st Annual Meeting of the Lebanese Society of Oral Surgery at the Sheraton, Jnah on May 12-13, 2005 as golden sponsor.

During this meeting, Medicals International, in collaboration with Astra Tech, Sweden, represented by Mr. Mauro Del Mestre,



Ghada at Medicals Stand

held its first course in Lebanon on the Astra Dental Implant system. The course was presented by Pr. Dimosthenis Mantokoudis DMD from University of Berne, Switzerland, Department of Reconstructive Surgery. Pr. Mantokoudis was also one of the major speakers in this meeting. ■ *R. Chehwane*

Cont...- PAACO



Preloaded IOL Demo



Good Job Guys!

Medicals' engagement at PAACO was extended to beyond the exhibit floor, we sponsored speakers who were part of the main podium, we had two symposiums; one on Visian ICL (Implantable Contact Lens) and another on SLT (Selective Laser Trabeculoplasty).

As well as, we took a good share of the live surgeries broadcasted from Dubai Hospital main operation room into the meeting and had the opportunity to participate & lecture in the

half contact lens day.

PAACO boldly made it after this meeting to the agenda of international ophthalmic meetings where high profile talks and seminars will be given and skill transfer courses will be offered. **Medicals surely moved, during the same time, to becoming a regionally important player in the ophthalmic industry which is a responsibility that we are privileged to carry on and are all challenged to fulfill.** ■ *WGB*

Oertli Celebrates its 50th Birthday

Medicals International's partnership with Oertli dates back to 1997, which was the beginning of a fruitful relationship that cultivated multiple successes up till present.

In 1999, Medicals received the famous authentic Award for Outstanding Sales Achievements, being "New Comer for the year 1999".

Today, Medicals International has the honor & privilege of sharing with Oertli the celebration of its 50th anniversary, looking forward for more innovations to bring to the Middle Eastern & Gulf region.

When Heinz A. Oertli founded the company in 1955, ophthalmic surgery was still in its beginnings. An early cooperation with Dr. Bangerter of St.Gallen, Switzerland, helped to create a wide range of hand held instruments and speci-

alities such as suture materials and implants for enucleation. Prof. Klöti of Zürich, the European pioneer in vitreoretinal surgery, brought Oertli to international recognition in this field. The company has an outstanding history of achievements, such as the first vitreous stripper in 1971, the first surgery platform with a cassette system in 1980, the invention of dual linear pedal control in 1985 or the first quad crystal hand piece in 1987.

*50 years and the
Progress goes on...
Oertli, Switzerland*

Today, the company is fully concentrating on platforms for cataract and vitreoretinal surgery (OS3 and CataRhex) with all instruments and consumables in direct connection with them. Hand held instruments are no longer produced.

Oertli aims at being the number one independent company in this

oertli Top-Level Eye-Surgery
WITZENANS World-Wide



field, the better alternative to the multinationals. The company, which does not sell to the USA, has yearly growth rates of well above 10%. With a work force of 55, of which 9 in R&D, sales of EUR 10 million are achieved. The company enjoys excellent health and fitness at its 50th birthday. The product line is probably the youngest in the industry, the portable SwissTech phaco meets a soaring market for compact high performance machines, growth is fully self financed and a recent independent international customer satisfaction study shows top results.

A Note of Apology...



I wish to take the opportunity of the circulation of this newsletter and apologize to our valued customers who experienced delays in our order delivery or shortage in some of the inventories especially in the contact lens segment of the business during the last 4 months. There are no excuses to what have happened and I wish not to medley about the reasons behind it. I promise each and every one of you that corrective actions were put in place and surely service

remains a priority on our business agenda.

We service a growingly competitive industry and we realize that you must service your customers better to maintain them. You entrusted us to a good part of your business and we are committed to live up to this trust. Therefore, we have processed all delayed deliveries free of charge and you are free to share this note with your customers to prove to them that we were the reasons behind delays.

Once again, we promise you that Medicals will live up to

your expectations and your orders will be a top priority to each one at this organization.

If you ever encounter any delay or any problem with any of medicals' services in the future or have any complaint about our service please write me direct at wba-rake@medicalsintl.com. I remain committed to best servicing you. ■ WGB

Employee of the Quarter



Being a member of Medicals team is definitely being an achiever and having the opportunity to prove oneself, just as Mohamad Sibar, from our office in Jeddah, Saudi Arabia did.

Mohamad has seized the opportunity available at a unique timing to prove how reliable and responsible he was.

Mohamad (or Subayr, as he is called by his colleagues) has joined our office in KSA in June 2002 as a delivery officer and was eventually promoted to become a Customer Service Agent.

At a certain time, when all 3 administrative staff had a car accident, he took full charge of the office for 2 days, without any compromise in servicing our val-

ued customers, making sure all requests were processed on time.

For this, Mohamad Sibar was selected among many other qualified candidates to be the **Employee of the Quarter**.

By this small recognition we

hope we can thank Mohamad for his distinguished accomplishment and encourage him towards future amazing initiatives.



Employee of the Quarter: Mohamad Sibar "Subayr"

Office ID...

For the objective of providing excellent service to our internal & external clients, we will include an "Office ID" section in our newsletter.

This will better introduce our human capital, the biggest asset in Medicals, in recognition to their efforts & contribution to the company, as well as to make it easier for our honorable customers to identify whom they are dealing with and on which level

We will start this series by introducing our team members in Medicals KSA office, Saudi Arabia.

Medicals Office in Kingdom of Saudi Arabia

I decided to start the ID section by first introducing our team in Saudi Arabia, due to its distinguished hard work, professionalism & commitment to servicing Medicals, our partners & our clients.

KSA office was first established in 2002 by two employees, one handling sales & the other as logistics. Today KSA office has 15 employees & still is growing...

✉ Kingdom of Saudi Arabia, Medicals International 32, Nahr El Nile Strt (58) P.O. box:15436, Jeddah 21444.
☎ 966 2 6640960, 📠 966 2 6640780

The team pictured in these photos covers the major cities in **Western** (Jeddah, Makkah, Taef, Madinah,...), **Southern** (Al-Baha, Bisha, Abha, Khamis Mushayt,...), **Central** (Riyadh, Al-Kharj,...), and **Eastern** (Dammam, Khobar, Alhasa,...) provinces of the Kingdom of Saudi Arabia

The location of our office & the areas we cover reflect large geographical diversities and various demographic distributions. The red sea corals are heavens for their diversity and the 3,000 m high mountains of Abha and Taef are beautiful summer escapes. Makkah and

Madinah, the two Holy Cities of Islam, attract millions of pilgrims paying their religious tributes as part of the 5 pillars of Islamic faith. The cosmopolitan city of Riyadh, with its wide roads, modern buildings and compounds, and big shopping malls has a unique taste of the "modern city in the middle of the desert". Alhasa is truly the biggest oasis in the world with its huge areas of palm trees, while Dammam and Khobar make wonderful escapes from the desert heat into the blue water of the Arabian Gulf.

This team serves top quality biomedical engineering jobs as well as professional sales and service in various optical, ophthalmic, dental and other health care industries.

We are pleased to provide Medicals International with another strong pillar in the overall business structure of this fine organization.



Paul Baaklini; Sales & Marketing Manager



Youssef Alwan; Senior Product Specialist, Sur-gicals- Riyadh



Ghanem Ghanem; Jr. territory Manager, Contact Lenses- Riyadh



Mohamad Zaatar; Senior Territory Manager, Surgi-cals- Jeddah



Fadi Badran; Jr. territory Man-ager, Contact Lenses- Jeddah



Mohamad Raafat El Attar, Contact Lenses- Riyadh



Jad Khattar; Customer Ser-vice



Jean_Claude Bechaalany; Internal Office Manager



Mohamad Helmy; Ac-counts Receiv-ables Manager



Rafeek Thulay-illath; Delivery Officer- Jeddah



Mohamad Si-bar; Customer Service Agent



Hasnabar Haneefa; Store-keeper



Ossama El Basta; Delivery Officer- Jeddah



Mohamad Kounji; Delivery Officer- Riyadh

Meet Us Better...

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Check our Latest Technical Communiqué on the Web



A Member's Profile

It gives me great pleasure to write about my own experience at Medicals International. I look back to more than 10 years when I first joined Medicals as a Territory Manager in charge of the whole Lebanon territory, as one territory at that time. We were only five staff, out of which two worked on part time basis, while I was on my own in sales before others joined the ranks.



The joy of establishing something different in our region led me from day one to believe in Medicals International 's mission. We believed in our products, in our ability to serve better, in our way of doing business, and we came into the market armed only with a dream and a mission that many had doubts about its chances of survival. Medicals International's family has grown today to become over 110 fighters spread in 8 offices around the Middle East & Gulf. Sales have grown and more customers entrusted their business to us. The way we did it in Day One proved to be the right way. It is a big responsibility now for all of us to carry on and keep on improving.

Being part of the Medicals International team did not only help me build up a career but it also nourished and added great values to my personality. I had the chance to work in several positions from a junior position in sales in Lebanon's Office to Director of Operations at the Head Office and finally returning back to Lebanon's Office as Sales & Marketing Manager. I know today that I have bigger responsibilities and I am armed with more experience and knowledge in our industry to deliver better; yet the feeling of Day One when I joined never changed. It is something strange, you have to be part of it to feel it, to feel the challenge and just simply live MEDICALS' SPIRIT.

By Rita Chehwane

Personnel Corner

Diving is the most "looking forward" activity for the team in Jeddah.

Relaxing in the refreshing water of that special city is a feeling not to be missed.



Top: Salem on Top & JC from below

Bottom: JC enjoying his underwater experience



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Another exciting and unique outdoor activity is **Safari**. Having all this big desert is surely an attractive spot for our colleagues in KSA who would not miss any chance of challenge & adventure...

