



Medicals International

# Vision With Attitude

## We Think of the Patient First

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- Intralase, the innovation in laser technology soon to be introduced to the Middle East by Medicals International
- Syria; The 1st Tango system that perform SLT was installed in Syria, Eye & Ear Hospital by Medicals International
- A series of articles to introduce Astra Dental Implants' features to start in the next issue

*We Think of the Patient First* describes exactly what Medicals International is about. A special thanks to my colleague and friend, Salah Malek who signed one of his **Vision with Attitude** article with this slogan – Salah meant every word of it.

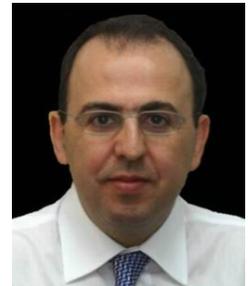
In our every day practice at Medicals and every time we answer our professional customers' queries, *We Think of the Patient First*. Whether it being a technical trouble shooting on a toric contact lens, assisting a dental surgeon on a dental implant case, or if it is an overhauling job of an excimer laser, our foremost concern is the patient. Our teams' priority every day on the job is that the next patient in line will get serviced better by his/her professional provider.

Today's medical instrument and prescription field is boiling with innovative ideas/products and our customers are exposed to more demanding technologies. At

Medicals, we believe that a better clinical outcome is the end result of a true team work effort combining good understanding of the product in question along with proper training for the professional who will end up prescribing or using this important tool. From this angle, we work hard and around the clock in search for better alternatives, get trained on how to present & service them better to ensure that the final outcome is optimized.

*"We Think of the Patient First"* serves to reinforce our commitment to excellence, it ensures that our suppliers are accountable and surely it safeguards our relation with our customer base throughout the Middle East region.

As Salah meant it and as you can see in every single issue of this newsletter our team members are on the move from content to another getting trained,



Walid Barake

President & Founder

exposed to knowledge and transferring it to better solutions. Our goal is to service you better whilst you are extending your skills to another needy patient and a more challenging case.

Thank you for your trust,

Walid G. Barake  
President & Founder

## INTRALASE, THE NEW ADDITION TO THE MI SURGICAL PRODUCT Line

We are delighted to announce to you that we at **Medicals International** are the new official partners of the **Intralase Corp.** for the Middle East Markets.

Intralase is the ophthalmic technology of the future, not only for refractive surgery but for so many other corneal applications that are under clinical validation.

Intralase will make a fabulous addition to our product line and will certainly impact our turn over and sales figures.

More details about the technology & the product will be available in our next issue.



## Alternative Glaucoma Treatment: Selective Laser Trabeculoplasty (SLT)

*"SLT is my treatment of choice for open-angle glaucoma"*

**Dr. Hamzawi,  
MD- Magrabi  
Hospital, Jeddah,  
KSA**

Selective Laser Trabeculoplasty (SLT) lowers intraocular pressure by using short pulses (3 ns) of low energy laser (0.8 to 1.2 mJ) that *solely targets melanin-rich cells* in the trabecular meshwork, without disruption to the surrounding tissues resulting in increased fluid outflow. Ellex Medical, Australia has developed this technology into a solid-state, Q-switched, frequency-doubled Nd:YAG laser emitting at a wavelength 532 nm with a pulse duration of 3ns in a smart system called Tango.

The SLT laser pulse is much shorter than the thermal relaxation time of the target chromophore (melanin) in the pigmented trabecular meshwork, thus damage to the neighboring cells is avoided.

Moreover, SLT is more precise than ALT (Argon Laser Trabeculoplasty). In fact, one ALT laser shot carries 6,000 times the energy of one SLT "drop of light". As well as, the selectivity in targeting pigmented cells with 3 ns laser exposures is surely less traumatic when compared to ALT which coagulates cells due to continuous laser release and leads to scarring the trabecular meshwork; as a result, ALT is a non-repeatable treatment, while SLT can be repeated.

The first SLT system in the Middle East region was installed at Magrabi Hospital in Jeddah, Saudi Arabia in June 2004. **Dr. Hazem Al-Hamzawy, MD**, Chief Unit of Glaucoma at Magrabi, was the first practitioner in the region to start providing this treatment to his valued glaucoma patients in Saudi. I had the pleasure of interviewing briefly Dr. Hamzawi about his experience with SLT and here is what he has to say:

**Dr. Hamzawi:** "SLT is my treatment of choice for open-angle glaucoma now for many reasons:



Dr. Hazem Al Hamzawi, MD

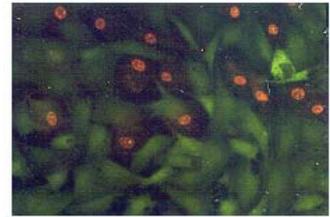
1. I find patient compliance to prescribed medication regimen to be a major problem in my practice; SLT gives me control over the patient case and will allow me to follow up closely with him/her ensuring satisfactory clinical outcome.

2. SLT is clinically safe and effective in lowering IOP. The data I presented in PAACO 2005 in Dubai from my experience at Magrabi, Saudi-Arabia shows 20-25% drop of IOP occurring in the first 6 months.

3. No collateral damage to endothelial cells due to selective targeting.
4. Responses to 180° SLT are very similar to 360° ALT.
5. Side effects of 180° SLT are less than those of 360° ALT.

6. The higher the pre-operative IOP, the better the IOP drop.

"On the other hand, few points make this treatment unique, one of which, being *Selective*", **Dr. Hamzawi** says. "My target, like other ophthalmologists, is to

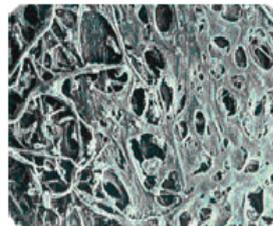


Results of SLT Treatment (Selectively Targeted Melanin carrying Cells)

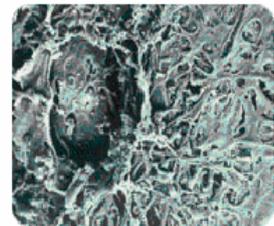
Live- Green, Dead- Orange (Fluorescent microscopy after SLT)

achieve spatial and tissue biological selectivity. SLT selectively targets specific cells, causing no damage to surrounding tissue".

"*SLT is Conservative to normal tissue*" is my other concern", he adds. "With SLT, normal trabecular tissue are not affected, in a similar manner to photodynamic therapy for treatment of macular degeneration. Through a photochemical mechanism, the choroidal neovascular



Trabecular Meshwork after SLT



Trabecular Meshwork after ALT

membrane is heated, but the overlying neurosensory retina is minimally damaged".

**Dr. Hamzawi** adds that being *Non-Thermal and Repeatable* is one of the major advantages of SLT over ALT and other laser treatments found in the market. If the initial SLT achieves inadequate IOP control, subsequent SLT treatments can be performed to further reduce IOP, without adverse effects. In contrast, studies of patients treated with ALT show that multiple ALT treatments can damage the trabecular meshwork.

"Last but not least, I think such a treatment would certainly replace and if not go along conventional drug regimens. I am confident that my valued patients are being provided with advanced solutions that are effective, now proven, easy to practice, non-invasive, and cost-efficient procedure with guaranteed long term outcome for both patients and doctors" **Dr. Hamzawi** sums up. ■ M. Zaatar, Biomedical Engineer- Medicals International, Jeddah

## Glasses Wearers Loose Weight With Seiko Lenses

Did you know that SEIKO spectacle lenses can be up to 45% lighter than ordinary plastic lenses?

Lightweight lenses increase customer satisfaction as they improve wearer comfort. How is this achieved? SEIKO combine the use of advanced technology high index materials and aspheric design to produce lenses that are up to 50% thinner than ordinary lenses. They look great, feel comfortable and SEIKO aspheric design actually improves the optical



Seiko; 45% thinner and lighter

performance of spectacle lenses.

Medicals International holds a stock of SEIKO Super SV 1.67 MAR coated lenses meaning that our customers can quickly provide lenses that are up to 45% thinner and lighter for their customers.

For more information contact Elyse El-Chouefaty at [echouefaty@medicalsintl.com](mailto:echouefaty@medicalsintl.com).

■ David Nicoll- International Sales, Seiko

## S.O.S, the Alternative Emergency

### Reading Glasses



SOS, the practical alternative

What you can see in the picture is one of the relatively latest innovations of Nannini.

SOS are reading glasses, solely for presbiopes, that are not meant to replace the normal glasses, but fabricated specially to be used in cases of emergency, as the name implies. Its practical shape & package, supplied in ultra flat pouch credit card size, enables the patient to keep it in his/her pocket at all times.



Ultra Flat Pouch Credit Card Size

The product is molded in polycarbonate with guaranteed protection against UV rays. They are available in five dioptric powers (+1.00, +1.50, +2.00, +2.50, +3.00).

In case of lost or broken reading glasses, no need for embarrassment or for borrowing another person's eyeglasses, SOS are available in all hotels & optic shops at affordable prices!



The Nannini headquarters is placed in the north of Italy in Modena, the famous town for the manufacturing of the most prestigious sporting cars like Ferrari, Maserati, and Lambergini.

Since 1954 the Giorgio Nannini Company produces reading glasses suitable to all persons.

## Point of View

### An Eye Care Professional

Sitting in my practice, scanning through contact lens articles, I found some of my university notes. It took me back to the days when Dr. Janoff would get so frustrated if one of the students would skip a procedure (ex: flipping the lids, staining the cornea...) during the contact lens exam. We would spend quite some time discussing which lens had the best fit for each patient. After the exam was over, the patient would directly acquire a yearly supply of contact lenses, knowing that the next year they would come back for their follow-up.

I wonder what would happen if Dr. Janoff was practicing in the Middle East. I would like to see the reaction on her face when the patient informs her, that he or she has been using the same monthly lens for over three consecutive months, without daily cleaning, in addition to occasional sleeping and swimming with these same lenses.

Actually, this article was supposed to be about 'Reverse Geometry' or 'Silicone' contact lenses; but one can not approach such subjects, when the basics are still not reinforced. Note that most of the patients in the Middle East do not properly clean their lenses nor change them on time, eventually leading to contact lens dropouts. I strongly believe that we as eye care professionals are to blame for this lack of patient education. It is time for every practitioner to spend more time fitting and educating their patients on adequate contact lens wear.

We should always keep in mind that there is a major difference between "selling" and "fitting" contact lenses; hoping to witness a positive change related to contact lens wear in the Middle East in the years to come. ■ Pierre Aoun, O.D. - Iris Professional Eye Care, Lebanon.

## Activities by Medicals International

Medicals International is on the run conducting training sessions, conferences, meetings & gathering to share knowledge and skills transfer with our valued customers & other stakeholders in all territories we exist in and actively contribute in their development.

Whether in Lebanon, Jordan, Syria, Dubai or KSA, Medicals International experts are there, acting as the link between our various customers & professionals for the major purpose of building more awareness, providing better guidance and most importantly, better service.

### Jordan



In accordance with Medicals International's policy of partnership with our esteemed customers, the company held a series of meetings with three largest optic chains in Jordan: Optikos Shami, Optic Center and Grand Optics.

The meeting was divided into two parts: the first one was a selling skills course

and the second part was technical, involving the contact lens line that Medicals International presents throughout the region. These meetings were an excellent opportunity to meet and discuss ways to expand business between those big contenders in the industry in Jordan & Medicals International. ■ S.Abou Shanab, Associate Sales Manager– Medicals International, Jordan



**Up:** Walid Barake, Speaker

**Left:** During the Training

**Right:** Q & A session among attendants & our speakers.



### Kingdom of Saudi Arabia

Early last year (2004) I took the challenge along with a group of intellectual enthusiastic professionals in King Soud University & King Abdul Aziz Hospital to introduce what turned out to be a knowledge forum "Grand round" bi-monthly meeting at King Abdul Aziz University Hospital involving optometrists (ODs) from all over the Kingdom.

While the kingdom has one of the most professional education programs for

graduate & undergraduate programs of optometry, the challenge was how to gather all of these graduates who end up practicing in various parts of Saudi Arabia and have them exchange ideas and science. The "Grand round" became the meeting that all look forward to be part of.

Today I would attest that 2004 was a trial success that led us all at MI to renew our budget for sponsorship of this activity.

event & wishes to thank and acknowledge the efforts of Dr. Ghassan Radwan from King Abdel Aziz Hospital, Dr. Khaled Jamous from King Soud University and Dr. Fahda Al Shabeeb from the King Khaled Eye Specialist Hospital in Riyadh for making this event as successful & professional as it is. ■ P. Baaklini, Sales Manager– Medicals International, KSA

Those sessions are characterized by the exchange of knowledge where professionals learn from each others experience & from clinical exposure.

Medicals is proud to sponsor this



Opt. Rudy with Opt. Yazeed during the sales techniques presentation conducted by Paul Baaklini in Jeddah.



Fadi Badran (Territory Manager) in the Eye to Eye Seminar, Mariott Hotel, Jeddah



From Left to Right: Dr. Khaled Jamous, Paul Baaklini (Sales Manager in KSA), Dr. Ghassan Radwan at KAUH



Engineer Helmy with Mr. Omar practicing the Handling objection technique in the Eye to eye Seminar, Mariott Hotel, Jeddah

## Activities by Medicals International (Continued)

### Dubai, United Arab Emirates



Dubai summer heat did not slow us down at Medicals Dubai. Various training and group activities took place during this summer.

We proudly hosted the Quassimi Hospital group of doctors for a seminar and a Wetlab on the Oertli Phaco systems.

We also welcomed the Central Private Hospital doctors for a phaco Wetlab.

Dr. Mohamad Ali from the Magrabi Eye Centers performed a Cool Phaco Wetlab.

Similarly Dr. Elias Jarada from the International Modern Hospital, Dr. Hany Sakla from Dubai Hospital and Dr. Mitra from Zahraa Hospital completed Intacs Wetlab skills transfer course.

Finally, along with Staar Surgicals, we conducted an ICL certification course followed by live surgery where we welcomed 10 interested surgeons.

Medicals Dubai remains committed to training and support to its valued customers. ■ S. Malek



Top: Farouk Bassyouni, Territory Manager, presenting  
Bottom: Farouk as well guiding a Wet Lab



### Beirut, Lebanon

In July, Medicals International Beirut surgicals team held a long day of wetlabs on the Intacs™ system for management of keratoconus and irregular corneas. The training session was held for the team of practitioners in the American University of Beirut Hospital, Lebanon leading medical school.



MI team; Salah & Eslam assisting in AUH wet Lab



Engineer Eslam Ghazzawi working closely with an AUH staff



Another working session

## Surgical Team of Medicals Receive Training by Laserex, Australia



Left to Right: Tony Abou Abboud, Tonnet Penascoza, Ahmad Ta-

Few members of our sales & service team have been invited by Laserex pty to attend

a training course on the whole line of lasers manufactured by the company in its headquarters in Adelaide, Australia.

The twelve days long trip involved extensive exposure to lasers service & operations as well as in-depth understanding of the Laserex systems. MI team benefited extremely from this course, especially that they were exposed to the manufacturing & assembling process of the lasers.

Tonett Penascoza, Product Man-

ager, was instrumental in developing our team's confidence by engaging them in intensive practice exercise to ensure everyone grasped the training material well.

The Laserex Laser team spared no effort as well to have the team enjoy the trip & discover in the little time they had Adelaide's beauty, and to get exposed to Australia's gourmet dining, beautiful scenery, and wonderful night life.

Thank you Laserex for this opportunity. ■ Eng. A. Tabaga, Cairo



## ICL Is Finally FDA Approved

### STAAR Surgical Company Receives Approval Letter From FDA for VISIAN ICL(TM)



**Press Release;**

Monrovia, California., July 28 / PRNewswire-FirstCall/ -- STAAR Surgical Company (Nasdaq: [STAA](#) - [News](#)) today reported that the U.S. Food and Drug Administration (FDA) has reviewed the Company's pre-market approval application (PMA) for the STAAR Myopic VISIAN ICL(TM) and has determined that the PMA is approvable subject to an FDA inspection that finds the Company's manufacturing facilities, methods and controls in compliance with the applicable requirements of the FDA's Quality System Regulation.

The ICL is a refractive phakic implant intended for placement in the posterior chamber of the eye. The models of the STAAR Myopic Visian ICL(TM) subject to the PMA are indicated for the correction of myopia in adults with myopia ranging from -3.0 to -15.0 diopters

It is our pleasure to include the press release of STAAR AG Surgical company in our newsletter to share this great achievement & remarkable event with our honorable supplier.

Medicals has been dealing with STAAR since 1996.

With their wide ranges of surgical consumables; TICL (Toric Implantable Contact Lens), ICL, Foldable IOL, KS-1, KS-3 Pre-loaded IOL, Cruise Control, Aquaflow & others, Medicals proudly associate itself with these products and distribute them in all the covered territories in in the Middle East & North Africa.

with astigmatism less than or equal to 2.5 diopters at the spectacle plane and the reduction of myopia in adults with myopia ranging from greater than -15.0 to -20.0 diopters with astigmatism less than or equal

to 2.5 diopters at the spectacle plane, in patients 21-45 years of age with anterior chamber depth (ACD) 3.00 mm or greater, and a stable refractive history within 0.5 diopters for one year prior to implantation.

*"We expect that with final approval of the ICL in the USA the acceptance and breakthrough of the Visian ICL will happen"*

**About STAAR Surgical :**

STAAR Surgical is a leader in the development, manufacture and marketing of minimally invasive ophthalmic products employing proprietary technologies. STAAR's products are used by ophthalmic surgeons and include the revolutionary VISIAN ICL(TM) as well as innovative products designed to improve patient outcomes for cataracts and glaucoma. STAAR's ICL has received CE Marking, is approved for sale in 41 countries and has been implanted in more than 40,000 eyes worldwide.

## A Patient's Perspective

Clive, a Dubai resident executive, was unfortunate to traumatically loose a front tooth. He came to Dr. Gabriel Haraturian seeking help and hoping to find a solution that will enable him to pursue his endeavors.

Dr. Gabriel performed a single tooth replacement procedure using the AstraTech dental system. Treatment was carried over few months period during which a dental implant was used. After



Clive dental Implant



Clive perfectly healed gum

healing a new cosmetic reconstruction was carried out and fitted.

Not only Clive regained the functionality of his lost tooth but also got back his confidence and his natural appearance.

Clive smile and confidence are the main business drivers at Medicals International.

We think of the patient first!

■ SGM



Clive dental Implant



Clive Natural Smile

# Office ID...

Earlier this year our prominent prime minister Rafic Hariri was assassinated and the country was shook up. Protests, strikes, demonstrations and a sense of national unity emerged which prompted much of the businesses to close down and people were out on the streets expressing their emotional outrage for this condemned act of violence.

Parallel to all of these frightening and disengaging incidents, Medicals Beirut

team remained focused and committed to our customers' base, especially hospitals that were in particular need for attention especially that other organizations were out of reach. The courage of the team of Medicals Beirut to arrive to the office & make sure the service is not interrupted, and the incredible guts of the sales team to keep on proudly doing sales calls in the field make Medicals International a true believer in its country of origin and proves its feeling of responsibility towards servicing its clients and improving its environment.

The office employs currently 21 qualified team members and constantly graduates trainees to be relocated to other offices.

Medicals Beirut covers all Lebanese territories starting from the cosmopolitan capital Beirut to the traditional North, the rich South, the beautiful green mountains to the astonishing Bekaa Valley.

By enlisting our team in Beirut office, we hope we can pay them tribute to the extra efforts, courage & guts they had to continue operating everyday in the market despite the unfortunate events & instability the country was going through.

In conclusion, We, at Medicals International, Think of the Patient First.

**Medicals Office in Lebanon**

Lebanon office was the first Medicals International office. It was established in 1994, and issued its first invoice in 1995.

The office started with 4 employees and it grew today to become the head office & a service center for the rest of the offices.

Medicals International Lebanon is a true success story...

"Medicals Beirut", as referred to by all team members, is the largest organization in the group. It is the base where we train all new comers and place them in their respective territories.



Rita Chehawan; Sales & Marketing Manager



Tony Abou Aboud; Sales Manager- Surgicals



Mireille Gemayel; Associate Sales Manager



Elyse Choueifat; Territory Manager, Optical & Retail



George Obeid; Territory Manager, Contact Lenses



Tony Maalouf; Territory Manager; Surgicals



Ghada Achkar; Territory Manager, Dental



Berna Fadel; Jr. Territory Manager; Consumables



Gilbert Haddad; Sales Trainee, contact Lenses



Wissam Khadaj; Sales Trainee, Contact Lenses



Miled Rahi; Sales Trainee, Contact Lenses



Maroun Diab; Accountant



Sami Sila; Associate Internal Office Manager



Wadad Barake; Customer Service Manager



Rasha Laham; Customer Service Officer



Laure Khazen; Accounts Receivables Manager



Sirine Jannoun; Operations Officer



Nadine Zein; Administrative Assistant, Part Timer



Velia Agbayani; Hostess



Maroun Youssef; Store-keeper



Wadiah Barake; Delivery & Collection Officer



Pierre Saad; Delivery & Collection Officer



Tony Sahlani; Delivery & Collection Officer

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



The team in Beirut also engages in extra-curricular activities. At least once a month colleagues join to enjoy their time, exchange laughter's and celebrate events.

Birthdays, welcoming parties & farewells for a member moving from one office to another are regular gatherings.

As shown in the pictures, sports activities are an attraction, during the year colleagues meet each Friday afternoon to compete in a basketball game.

Bowling, baby foot, billiard, dining & dancing are other ways to spend time with friends.



A Christmas tree or the guys bowling?



Sami, the Associate Internal Office Manager in Beirut is giving it his best shot...



Billiard... Studying the aim

## Meet Us Better...

### A New Comers' Perspective

*As a new member in Medicals International family Kingdom of Saudi Arabia team, I am proud for having this opportunity to share with you my thoughts, perspective and true feelings. From day one in Beirut, I felt that I belong to a corporate oasis, not only because of the professional system that MI follows in training and development of employees but also because of the warm feelings and support that each member gladly provides.*



*At Medicals International, I felt from my first day on the job that the company is investing in me; the non-stop education and training process surely improved my knowledge and enriched my skills. When I look at every member of MI, I see that he or she is not only doing his/her job in a professional way, but they are enjoying the process while structuring their career path; each one of us is a partner in this company and everyone has the ample opportunity to become a professional entrepreneur.*

*If life is a journey I believe I did catch the right plane, with a small bag full of determination, enthusiasm and proper academic background. And, if now I'm sitting in an economic seat, I am determined to be soon in first, armed with knowledge, driven by motivation and experience. Then, I am sure a new plane with MI Flag onward bound shall be waiting for me to shuttle me to my destined success. God Bless.*

*By Fadi Badran, KSA*

### Personnel Corner



Watch it boys! When a girl is determined, pave the way!



And scoring is the best part of the game...