

# VISION

with **ATTITUDE**

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## ●●● A WORD FROM THE FOUNDER

**Optimization is the only forward way for a healthy future for our business!**



We are living through an economic slowdown regionally, which is prompting us to reflect on how well we can optimize our various resources & practices so we can end up with a winning price-service scenario and continue to progress in our industry.

I personally welcome challenges and I can see we are in for a serious one with a turning point in our industry and the kind of business we run, which is sitting between a demanding supplier and a buyer with ever-growing expectations and lowered budgets. It is time, I believe, for companies in their entire components - financial and human - to start consolidating and optimizing. What does this mean in practice?

At Medicals International, the above simply means we need to prosper in the midst of slowdown and remain financially intact by broadening our management responsibilities and turning our staff into more specialized ones capable of multitasking. This is not a new concept in business, maybe it is something we are not used to in the region we live in, but surely it is something we have got to start getting used to.

Our sales staff would have to specialize and actively take part in the clinical work done by our engineers; engineers would have to help in the build-up of revenues in every possible way; administrators, accountants, finance and other internal functions would have to be involved in growing sales; and sales would have to service many internal tasks. With such a build-up, we would be able to optimize head counts, manage resources better, and keep a competitive business offering. This is the way I see our future and the future of many organizations working in our industry.

My promise amid all of what is going on and what will take shape around us is that we will remain committed to the well being of our team, the promises we make to our customers, and the very transparent proactive work we have always undertaken.

Your friend and colleague,  
**Walid G. Barake**  
President & Founder



WHAT'S NEW IN

# VISION CARE

## ●●● Vision Care Oman Activities



Sandra Khalife,  
Sales Manager  
Oman

At the MI Oman Vision Care department, different activities were carried out in 2015 & 2016 with many eye centers that we consider our partners: Al Nahda Hospital, Sultan Qaboos University Hospital, Nizwa Eye Center, Ayyan Hospital... Our main focus was to show how important the quality of our products were by presenting the features, advantages and benefits of each one of them.

Ultimately, all our activities come down to our motto and vision: "We think of the patient first!"



Ayyan Hospital  
Training



Sultan Qaboos Training



Al Nahda Hospital Training

## ●●● An Insight on Eschenbach Low Vision Aids

With the many activities that we carried out in the Gulf and the Levant on our new Eschenbach low vision aids, we met up with Dr Angela Malik, OD, Clinical Optometrist at Cleveland Clinic Abu Dhabi to learn just how common low vision issues are in the Middle East and how they ought to be managed. Below is her insight.



Dr. Angela Malik, OD, BSc,  
Clinical Optometrist  
Cleveland Clinic Abu Dhabi, UAE

In the past, people with low vision and their families were hesitant to confront the condition. There was a social stigma of disability attached to using visual aids and a general lack of awareness of the treatments available.

Further isolating the population is the fact that people in the region tend to live in large family groups and relatives are able to assist with activities of daily living. If we can set aside the patient's desire to see, it's easy to understand how an individual would not have significant motivation to seek treatment.

Having the unique perspective of practising as a low vision optometrist in the Middle East for over 15 years and then returning again last year, I am very happy to report that much has changed in low vision over the past decade. Old attitudes are shifting and patients and their families are starting to actively seek out treatments that will enable them to have a greater quality of life through independence.

Good vision is something that most of us have, but just take for granted. Now consider a life in which you have poor vision, vision that can't be corrected with eyeglasses. This is what we commonly call low vision.

Here in the Middle East, a great number of people live with this frustration every day.

What practitioners consider to be low vision is characterized simply by a patient experiencing partial sight. This can be in the form of a scotoma, an attenuated visual field, or blurred vision, and is usually caused by several different eye conditions or degenerative eye disease. In the region, these conditions often have a foundation in genetic disorders.



Mobilux Magnifier from Eschenbach

As a practitioner, I welcome this challenge. I often have to be very creative when searching for various forms of low vision therapy. It's professionally gratifying when I discover a solution that increases the patient's ability to perform work, leisure, and daily activities at a level they were unable to attain in the past.

Even if you do not specialize in low vision, a few simple devices and techniques will allow you to provide a service that will tremendously benefit your patients. Low vision rehabilitation is a specialization that offers great potential and is professionally rewarding. If you have patients that are willing to explore an innovative solution to maximize their remaining vision to achieve their visual goals, they are ready for a low vision evaluation.

# ●●●Avaira: 3G Silicone Hydrogel!



**Jean Chalhouh,**  
Sr. Territory Manager & Product Specialist  
Vision Care, UAE

## IT'S TIME TO UPGRADE YOUR LENSES:

Did you recently discover that your eyesight needed to be corrected?

Are you already wearing eyeglasses and want to make a change to be eyeglass-free?!

Have you been using contact lenses for a long time and need to upgrade them?

Do you feel that your contact lenses are getting dry during the day and are you tired of using eye drops?

Maybe it's time for a new contact lens experience with Avaira, the third generation Silicone Hydrogel contact lenses!

## WHAT IS THIRD GENERATION SILICONE HYDROGEL AND WHY IS IT BETTER?

When a contact lens doesn't "breathe" properly, the tiny red veins in the eye become more visible as they reach for more oxygen, much like a plant in the shadow reaches its branches towards the sunlight. The material in Aquaform Technology™ lenses such as AVAIRA and BIOFINITY, has high oxygen transmissibility to keep your eyes healthy and white.

Another feature is low modulus. Modulus is the degree of contact lens flexibility, and the lower the modulus, the softer and more flexible the lens. AVAIRA has the lowest modulus of 0.50 Mpa with the highest water content of 46% and the best handling thanks to the lenticulation in its design.



*Avaira pack of 6*

## PERSONAL EXPERIENCE AND FEEDBACK:

"Faster healing process", that's what doctors say about AVAIRA when used as a bandage lens. Other doctors mention "healing with no pain" due to the moderate water content of 46%!

"Less than 1% discomfort" is usually optometrists' feedback, and AVAIRA for them now is the solution for the most sensitive eyes. It is also now the first choice for first-time lens wearers. For me the lens has one and only disadvantage, which is once you experience it, you will be addicted to it!

## KSA Trainings on Contact Lenses



*Training at Al Salam Palace Hotel*



*Training at Hayat National Hospital*



*Training at Western Hotel*

## MI at Vision Care Congresses



*Eastern Mediterranean Council of Optometry Congress*



*The 2nd Jordanian Palestinian Optometry Conference*



## An Interview with HOYA: Mr. Sharbel Abi Ephrem



### 1. Tell us about HOYA Vision Care and your role in the company.

Founded in 1941 in Tokyo, Japan, Hoya is a global med-tech company and the leading supplier of innovative high-tech and medical products. Hoya owns 150 offices and subsidiaries worldwide and currently employs a multinational workforce of over 34,000 people.

I am currently the Business Development Manager for The MENA Region. My job is to closely support our distributors and partners, help them improve their sales by understanding daily issues they may face, and customize convenient solutions each time.

### 2. What makes HOYA ophthalmic lenses different from the rest?

One of the key elements in the success of Hoya lenses is mainly thanks to the technology behind each product which is considerably unique. Our R&D department in Tokyo is in a constant quest to find new ways to truly improve vision correction.

This is combined with an unbeatable offering of quality coatings and surface treatments. In addition, all features come in a full portfolio with different price levels, a perfect value for money.

### 3. What different coatings and tints come with HOYA lenses? Which tint is your favorite?

3 coating levels are offered to give solutions for better quality of vision with the most durable feature resistant to scratch:

High Vision Aqua (HVA), Super High Vision (SHV) and the latest High Vision Long Life (HVLL) awarded the best coating winner proven by independent international research labs.

Tints come with a variable array of different colors for different tastes and special needs “Hoya Sun” and “Hoya Sport” categories. Mirror coatings are my favorites, the Silver is so trendy and fashionable.

### 4. Tell us more about the iD FreeForm Design Technology.

This is the world’s first patented integrated double surface design. It is used in all our personalized progressive lenses; it splits the progression over both sides of the lens, designing the vertical component ‘only’ into the front side (like when your eye is far from a keyhole, it is easier to move from far to near distance) and the horizontal component ‘only’ into the back side (like when your eye is close to a keyhole, it widens your field of vision).

All other designs limit the vertical and horizontal component to the same side of the lens. This provides Hoya wearers with a more natural stable vision with an easy switch from distance to near, and no distorted vision on the sides. Computer and digital device users (smart phones and tablets) will experience very wide vision at the intermediate viewing zone.

### 5. What are the different services offered by HOYA and how can they help in making ECP’s practices stand out in the competitive landscape?

In the modern world, customers are more into experiencing what they would like to get rather than just buying a product. We always encourage ECPs to also change the way they sell.

Hoya offers digital solutions to ECPs to let their customers be more emotionally engaged in their buying: the full ‘Customer Journey’. This is made possible through different Hoya apps and tools for each step in this journey: from offering (HVC viewer), demonstrating (Hoya vision simulator), measuring (VisuReal) then ordering (online iLog), and delivering (Hoya Guarantee) .

### 6. What is VisuReal and how does it work?

It is the First iPad Video Centration system, used in the Measurement step during the Customer Journey

- It is a very precise and easy-to-use portable device
- It determines all the required centration values within seconds for personalized lenses
- It is Web-based and uses cloud computing for its calculations
- It can also measure the reading distance and inset. It makes even easier shots with the Auto-shot function.

### 7. Tell us more about InnoVision.

InnoVision is a new visionary innovation platform from Hoya, the core from which Hoya creates its technology used in each and every new product. InnoVision relies on 4 pillars:

- Visual Perception: Where Hoya runs several studies in order to understand the role of the brain in visual perception
- Visual Experience: together with renowned universities, Hoya is always striving to have the most accurate ways to correct shortcomings of the visual system.
- Design Verification: in order to bring all studies and researches into useful solutions, Hoya ensures that the best visual performance is achieved through constant verification of its designs.
- Human Behavior: Hoya matches its products with the different needs and demands of both ECPs and wearers.



Training for Medicals International Team



1st session of MI Academy entitled “Binocular Approach in Fitting PAL”



●●● **Refractive Surgery Updates Event in Alexandria**

Medicals International, in partnership with I-Care Group in Egypt, hosted a Schwind seminar entitled "Refractive Surgery Updates" on October 23rd, 2015. The event featured well-known speakers: Professor Farhad Hafezi, Professor Dr. Ahmed Shama, Dr. Haifa Ahmed Mahmood, and Associate Professor Dr. Shady Awwad. The event was packed with ophthalmologists eager to learn the latest updates and gain the most insight from the top regional speakers.



*Refractive Surgery Updates Event*

●●● **First Middle Eastern AngioVue™ OCT Course**



**Edgard Abi Khalil,**  
Sr. Territory Manager/Product Manager  
Ophthalmology, UAE

Medicals International, in collaboration with Optovue, the leading company in OCT technology, had the opportunity to host the first Middle Eastern Angiovue™ OCT course which took place at the JW Marriott Marquis Hotel-Dubai, on January 15th 2016.

More than 80 professionals from the GCC countries attended the event that featured the role of OCT-Angiography (OCTA) in the diagnostic and follow-up of retinal pathologies

followed by a real comparison with FA and ICGA. Dr. Marco Pellegrini M.D. was a Guest Speaker and shared his experience with this new technology.



*Middle Eastern AngioVue™ OCT Course Event*

●●● **AcuFocus Event with Drs Jeff Machat and Sondra Black**

Medicals International, in collaboration with AcuFocus, hosted an exciting event entitled "Managing your Presbyopia Practice with the Kamra Inlay" featuring Dr. Jeff Machat, MD and Dr. Sondra Black, OD, on February 5th, 2016 at the JW Marriott Marquis Hotel Sheikh Zayed Road, Dubai. Around 90 attendees from all around the region took part in the event.

Ophthalmologists were immersed in the very interesting talks given by both world-renowned speakers. Dr Machat is a world-class pioneer in refractive surgery and was one of the first ophthalmologists in North America to perform laser vision correction in 1991 and the first to perform wavefront-guided LASIK in Canada back in 2000.

Other speakers featured were Dr Islam Hamdi, Dr Sami Rabiah, Dr Shady Awwad, Dr Tamer Gamali, Dr Waleed Tuerki, and Dr Walid Harb. The innovative Kamra from AcuFocus made all the buzz and the small aperture inlay was the star of the whole show!



*Dr. Jeff Machat & Dr. Sondra Black*



*AcuFocus Event*

## ●●● Oertli Launch in Kuwait



**Laurent Harb,**  
Territory Manager  
Ophthalmology, Kuwait

Wednesday the 27th of April 2016, was an exciting day for Medicals International, Kuwait office, as the fascinating Oertli was launched at the luxurious Marina Hotel. Ophthalmologists and healthcare professionals alike, gathered to marvel at the amazing capabilities of Oertli machines for cataract and vitrectomy surgery. With the assistance of professionals from Oertli, the machines Faros and OS4, were demonstrated to those present, showing them the extent of their features. Among the attendees were the

biggest names in the field of ophthalmology in Kuwait. They were so captivated by what Oertli machines could do, that they were driven to share their experience, triggering scientific discussions that further showed how essential and ground-changing these machines could be when adopted.



*Oertli Launch Event*

## ●●● Public Information Sessions with Kamra



*Public Information Session with Dr. Warrak*

Dr. Elias Warrak held a public information session on the Kamra inlay at his center - Advanced Eye Care hospital on December 4, 2015. The event attracted VIP clients and media attention and was followed by a wonderful banquet.

In Kuwait, Dr Sami Rabiah held an educational public information session on the Kamra inlay on March 22, 2016 at his center - the Rabiah Medical Center. The event was also followed by delectable catering and had a lasting impression on all who attended.



*Public Information Session with Dr. Rabiah*

## MI in Regional Ophthalmological Societies



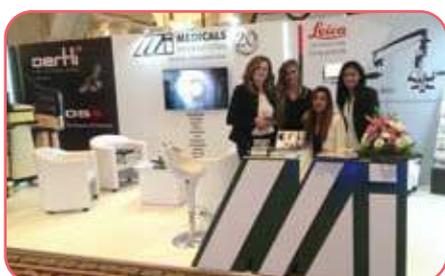
*Red Sea Ophthalmology Symposium*



*Egyptian Ophthalmological Society*



*Emirates Society of Ophthalmology*



*Lebanese Ophthalmological Society*



*Saudi Ophthalmological Society*



*Syrian Ophthalmological Society*



# PRODUCT

# IN FOCUS

## ●●●Blink Intensive Tears



Stephanie Saade,  
Territory Manager  
Vision Care, Lebanon

Discussing dry eye solutions leads us to talk about one of the best lubricant treatments available in the market: Blink intensive tears. It has a high viscosity due to the presence of the famous active ingredient, Hyaluronic Acid at 0.2%, helping in having a great residence time in the cornea. Also, the presence of the Polyethylene Glycol (PEG) gives this unique product high wetting properties and therefore great lubrication. Adding to that, it is rich in nutrients due to the presence of the essential natural electrolytes of tears (Calcium, Sodium, Magnesium) leading to healthy eyes. Not to mention, Blink is a hypotonic solution that helps in counteracting the hyperosmolarity of tears in dry eye patients.



*Blink intensive tears unidose & multidose*

Last but not least, Blink is preservative-free in the eye without any toxicity, all thanks to the presence of the OcuPure® preservative in Blink which dissipates in the presence of light, helping in keeping the eyes healthy.

Hypotonic *blink intensive tears* eye drops helps to stabilise the tear film – breaking the negative cycle of ocular irritation<sup>1,2,3</sup>

### Cycle of ocular irritation

Inflammation can result in reduced tear production, thereby increasing tear film osmolarity and potential ocular surface damage<sup>2</sup>

Drying environments take moisture from the eye increasing tear film osmolarity<sup>3</sup>

Hypotonic *blink intensive tears* eye drops helps maintain the tear film osmolarity better than other eye drops<sup>1</sup>

Results in the release of inflammatory agents

Reference: 1. Umberto Benelli, Marco Nardi, Chiara Posarelli, Timothy G. Albert. Tear osmolarity measurement using the TearLab Osmolarity System in the assessment of dry eye treatment effectiveness. Contact Lens & Anterior Eye 33 (2010) 61–6. 2. THE OCULAR SURFACE. Dews. Management and Therapy. April. 2007; 5(2): 87. 3. Katsuyama I, Arakawa T. A convenient rabbit model of ocular epithelium damage induced by osmotic dehydration. J Ocul Pharmacol Ther. 2003 Jun;19(3):281-9. blink and OcuPure are trademarks owned by or licensed to Abbott Laboratories, its subsidiaries or affiliates. © 2015 Abbott Medical Optics Inc. 2015.03.15-PP2015CN0100



WHAT'S NEW IN

# AESTHETICS

## ●●● NeoGen Plasma from Energist

Alternative for ablative treatment

**FOR ALL SKIN TYPES!**

### What is NeoGen Plasma?



*NeoGen Plasma*

More effective; safer; less downtime; no risk of infection, scarring, or hypo-pigmentation; less pain than any ablative treatment; lifting of the eyelids and reduction of orbital lines; suitable for all skin types, all year round, these are just a few of the awesome features of the NeoGen Plasma from Energist.



Petra Adem,  
Regional Product Manager  
Aesthetics, UAE

NeoGen Plasma is a flow of Nitrogen gas, combined with high Radio frequency, creating energy called Plasma. It flows from a handpiece and gives up its energy in a controlled uniform manner.

NeoGen Plasma treats multiple skin conditions associated with sun damage including wrinkles, and reduces acne scars, Plasma energy moves over the skin, releasing pulses of unique thermal energy, while leaving the upper layer of the skin intact.

Within days skin regeneration begins, the damage zone peels away, new epidermis replaces the treated epidermis along with intense fibroblast activity, and new collagen and elastin emerge at the level of the dermis. Significant improvements are seen within the first few months with continuing improvement up to a year after treatment.

NeoGen Plasma, by Energist UK, was introduced to the UAE market last February 2015, during a nice conference in Dubai, organized by Medicals International UAE office. Many dermatologists and plastic surgeons attended and discussed the new technology with our guest Henrik Granskov from Energist.

## ●●● Fotona Workshops



Lama Labaki,  
Territory Manager & Product Specialist  
Aesthetics, Lebanon

### Fotona Workshop at The Skin Clinic



Dr. Jernej Kukovic, clinical educator from Fotona, visited Lebanon from the 2nd till the 4th of September, 2015. During his stay, Dr. Kukovic visited Dr. Dany Touma's Skin Clinic and performed a training on the Fotona SP Dynamis for Dr. Touma, Dr. Rima Sleiman and Dr. Antoine Karam. The Fotona is a multi-application laser device from Slovenia, it combines both Er:YAG and Nd:YAG wavelengths and is indicated for over 50 FDA-approved applications including gynecological, dermatological, and aesthetic ones.

### Fotona Workshop at NuYu Medi Spa

MI had the honor of welcoming Dr. Ashraf Badawi to Lebanon on the 15th and 16th of April. Dr. Badawi is the Vice President of the European Society for Laser Dermatology and has a long experience working on the Fotona laser.

Dr. Ashraf conducted a detailed training at NuYu Medi Spa to a group of dermatologists, plastic surgeons and gynecologists. On the 16th of April a lecture was held at the Hilton Hotel entitled "Can We Prevent Aging". It covered modern-day approaches to skin aging and the incorporation of laser treatments into aesthetics.



*Fotona workshop with Dr. Badawi*

## ●●●Lebanese Dermatological Society Conference



*Aesthetics Team at the Lebanese Dermatological Society Conference*

Medicals International participated in the Lebanese Dermatological Society conference held at the Phoenicia Intercontinental Hotel in Beirut from May 5-7. The Medicals International booth showcased the various technologies from Fotona, FotoFinder, LSO Medical, Energist, and Medixsysteme.

## ●●●FotoFinder & Medixsysteme



**Lama Labaki,**  
Territory Manager & Product Specialist  
Aesthetics, Lebanon

MI also welcomed Mr. Mohammad Daryaie, Director of Sales and Business Development at FotoFinder, Germany who visited Hôtel Dieu de France, The Skin Clinic, and other centers to explain about the FotoFinder ATBM machine for skin cancer detection.

Mrs. Laetitia Poulenard from Medixsysteme, France also visited Lebanon to demonstrate the Sygmalift HIFU device for non-invasive skin lifting at the Eye and Ear Hospital and Dr. Nancy Moufarrej's clinic.



*With Mr. Mohammad Daryaie*



*With Mrs. Laetitia Poulenard*

## ●●●Dr Eric Plot & LipoControl

Medicals International had the pleasure of welcoming Dr. Eric Plot on the 21st and 22nd of January, 2016. Dr. Plot is a renowned plastic surgeon from Paris, France and a member of the SoFCPRE (French Society of Plastic Reconstructive and Aesthetic Surgery). During his two day-visit, Dr. Plot performed surgeries on the LipoControl



*Dr. Plot Hands-on Demonstration*

**Lama Labaki,**  
Territory Manager & Product Specialist  
Aesthetics, Lebanon



Laser at Hôtel Dieu de France, Mount Lebanon Hospital and Elie Melhem Clinics. The LipoControl machine from LSO France is a Laser-Assisted lipolysis device for fat reduction. It uses a patented GPS thermal mapping system that allows a very safe and effective treatment on all areas of the body. Also, on the second day, the doctor conducted a lecture to members of the Lebanese Society for Plastic, Reconstructive and Aesthetic Surgery (LSPRAS). The lecture was entitled "Laser Lipolysis: Past and Future" and focused on the correct use of laser devices in fat reduction.



*Dr. Plot Lecture*

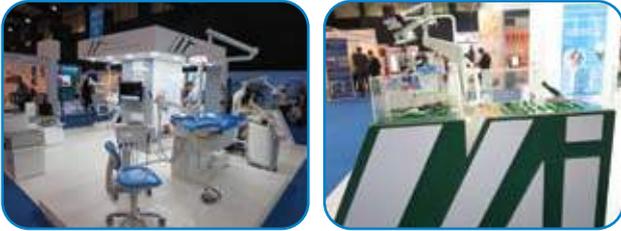


# WHAT'S NEW IN

# DENTISTRY

## ●●● BIDM & Launching KaVo

Medicals International introduced KaVo, one of the leading dental manufacturers known for producing premium dental equipment, to the Lebanese market at its booth at the Beirut



*BIDM booth*



Carla Abi Mrad,  
Territory Manager  
Dentistry, Lebanon

International Dental Meeting (BIDM). Performance, quality and innovation are traditions that have kept KaVo at the forefront of the dental industry for more than 100 years. The booth consisted of a small showroom composed of the E30 and E80 dental chairs, and the Leica microscope from KaVo.

It also included all the MI dental department products: Astra Tech and XiVE implant systems, the Statim autoclave, and Fotona laser.

## ●●● Astra and XiVE Users Meetings & Study Clubs

Medicals International had the pleasure of organizing the 10<sup>th</sup> Astra Users meeting and the 1<sup>st</sup> XiVE Users meeting on the 7<sup>th</sup> of October 2015 at the Grand Hills Broumana Hotel in Lebanon.

The event gathered 80 dentists eager to learn more about the newest techniques in both systems.

It consisted of 2 lectures: one on Astra presented by Pr. Lauer, Dean of the dental school at Goethe University, Frankfurt, and the second one on XiVE presented by Pr. Gehrke who serves on the German board of PEERS (Platform for the Exchange of Experience, Education, Research and Science, Dentsply implants.)

The event also hosted moderators Pr. Nada Naaman, Dean of the faculty of dentistry, and Dr. Carole Chakar, periodontist and assistant professor, both at St Joseph University, Lebanon.

A seated dinner followed at the restaurant of the hotel.



*XiVE Study Club*

Medicals International also organized 2 study clubs for each implant system for the first time.

The Astra Study Club took place at the Hotel Grand Kadri in Zahle Lebanon and gathered the dentists there. We had the honor of hosting Dr. Amine Choueiri, specialist in implants, periodontics and oral surgery, who presented cases related to “implant placement in difficult situations”.

The XiVE Study Club took place at the Lebanese Dental Syndicate and gathered more than 60 dentists. Pr. Antoine Khoury and Dr. Charles Khoury introduced the XiVE implant system with the newest techniques...



*10<sup>th</sup> Astra Users Meeting and the 1<sup>st</sup> XiVE Users Meeting*

## ●●● Lebanese Endodontist Society Meeting

With the expansion of its dental department, MI was part of the Lebanese Endodontic congress at the Habtoor Hilton hotel.

MI introduced the Leica microscope to the endodontists, with a live transmission on the screen.

The Fotona Lightwalker was also featured with Pr. Roland introducing the new PIPS™ for endodontic treatment.



*Dentistry Team at the Meeting*

## ●●● A Look at MI Dentistry in Kuwait



**Alaa Bou Hamdan,**  
Sr. Territory Manager & Product Specialist  
Dentistry, Kuwait

The past couple of years have been very exciting for the dental department at Medicals International Kuwait office as we managed to accomplish ourselves as an educational company, alongside being a medical company, through partnering with KIMS (Kuwait Institute for Medical Specialization) to educate the fellows on implant dentistry, not to mention, conducting advanced seminars and workshops for experienced implantologists. “We think of the patient first”, is our motto and how better to think of the patient’s wellbeing, above all else, than to provide the best possible products related to our department with the proper education for our esteemed doctors that have evolved over the years to partners. Selling a product is easy, and considering that that product is Astra Tech implants, the task is all the more simple. Becoming a “trusted advisor” to those who use Astra Tech implants is the goal, and we at Medicals International strive to achieve that standing with all doctors and to work with them hand in hand to achieve the best possible outcome

for the patient. Thankfully we are finding ourselves accomplishing that status, with all our doctors and in all our departments, not only in dentistry. This is the promise that we at Medicals International, pledge to provide to those who seek this company that has evolved, due to the trust we instill, into an institution.



*Astra Tech implants*

## ●●● MI Dentistry Activities in Oman



**Fadi Nasr,**  
Territory Manager  
Dentistry, Oman

### Oman Dental Conference

We would like to announce that this year we started the Dental department in Oman with Astra Tech Implants. In addition to our regular visits to our partners and clients, we participated in the Oman Dental Society conference which took place at the Grand Hyatt Hotel from the 29<sup>th</sup> of March till the 2<sup>nd</sup> of April. Medicals International participated with a booth where we had the honor of introducing Astra to all Omani implantologists, and had the chance to interact with doctors from Oman and abroad.

### Armed Forces Hospital

Another important event was the one we held at the Armed Forces Hospital on the 9<sup>th</sup> of April where we had the pleasure of presenting a lecture on Astra Tech. Around 15 participants took part in this event.



*Armed Forces Hospital Event*



*Oman Dental Society Conference*



WHAT'S NEW IN

CRITICAL CARE

# ARJOHUNTLEIGH

GETINGE GROUP

●●● Now with MI

## ●●● SERVO-air Launch Event



**Dany El Moghrabi,**  
Territory Manager & Product Specialist  
Critical Care, Lebanon

Medicals International held a launch event in Lebanon back in May for the SERVO-air, the newest ventilator from Maquet. The attendees were from the most important university hospitals in Beirut. During the event, a detailed presentation on the SERVO-air features was given, followed by a hands-on session.



*SERVO-air Launch Event*

The SERVO-air is a wall-gas independent ventilator that can serve from the ICU to the intermediate care setting. It works as invasive and non-invasive ventilation and provides a liberating performance for the entire critical care team.

## ●●● NAVA<sup>®</sup> at Hotel Dieu De France Hospital



Dr. Elie Choueiry is a pediatric intensive care specialist and the serving PICU Coordinator at the Hôtel Dieu de France Hospital in Beirut. Here is what he has to say about the experience with the Neurally Adjusted Ventilatory Assist (NAVA<sup>®</sup>) from Maquet ventilators:

*The pediatric intensive and critical care unit at Hôtel Dieu Hospital Beirut is the first department introducing Neurally Adjusted Ventilatory Assist (NAVA<sup>®</sup>) in Lebanon.*

*We have around 350 admissions per year covering medical, surgical and post-cardiac surgery cases. The medical and paramedical teams were formed by professionals from our institution and from Maquet.*

*NAVA<sup>®</sup> ventilation became our favorite mode of ventilation especially with all the synchronization advantages, the minimal duration and need of ventilation, the security, and the user friendly interface.*

*From all the babies we saved and all who experienced NAVA<sup>®</sup>, we want to say Thank You !*

## Critical Care Congresses



*The 24th Annual Congress & the 17th French Lebanese Symposium in Anesthesia Reanimation & Pain Management*



*25th Annual Congress & 18th French Lebanese Symposium on Anesthesiology, Critical Care & Pain Management*



# COUNTRY

# IN FOCUS

## ●●● Medicals International Lebanon



**Joe Mourad,**  
Managing Director  
Lebanon



Good old MI Beirut office! This is where it all began back in 1994 with the establishment of Medicals International S.A.R.L. With humble but still grand beginnings with Ocular Sciences - known as CooperVision nowadays. Medicals International Beirut office witnessed the flourishing of a start-up into what later became a leading company in the vision care industry in the region.

That's not all! In the years that followed, Medicals International added ophthalmology, dermatology, dentistry and critical care departments, all with beginnings at our Beirut office. In 2007, our "launch-pad" office got ISO-certified (ISO9001:2008) and continues to undergo ISO check-ups for renewal.

Nestled in the beautiful suburb of Mansourieh, our Lebanon office is spared from the city traffic and noise but still conveniently a 20-minute drive away from the city center. It too has been subject to the swayings of the Lebanese market, but has always come out victorious each time like the fabled Lebanese Phoenix from the ashes.

Our Lebanon office is where our Monday morning meetings began and where our corporate social responsibility initiatives saw the light - from sponsoring a leading regional children's cancer center to the latest MI Academy for eye care practitioners. We keep on innovating and launching what we best see fit with our vision of thinking of the patient first!



*Medicals International Lebanon in the 90's*

*Medicals International Lebanon Today*



MEET

MEDICALS INTERNATIONAL

## ●●●Majed Abou Arraj: A Harvard Experience



**With the support of Medicals International, MI Vice President of Operations & General Manager of Egypt & KSA, Mr. Majed Abou Arraj, recently completed the Program for Leadership Development at Harvard Business School in Boston, MA. He recounts his overall experience in the below letter:**

Back in April 2014 when I was attending the American Society for Cataract & Refractive Surgery (ASCRS) meeting in Boston, I had the chance to visit the Harvard Business School (HBS) before catching my flight back to Beirut. I arrived 3 hours earlier to Boston Logan International Airport and immediately started filling up the online application for the executive programs at HBS while waiting for my flight announcement. Then in December 2014, I received the acceptance letter for the intensive leadership program at HBS!

I completed all 5 modules of the Program for Leadership Development from July 2015 till July 2016. This is a special advanced course at HBS which gave me – apart from the Alumni status – the opportunity to be a part of a club of the largest and most elite group of global leaders including close to 82,000 MBA & Executive Education Alumni in 167 countries. As well, it granted me connection with another 85 Alumni Clubs and Associations from various top universities around the world.

Today after spending a 12-month life-time experience, I believe I have significant changes in my overall professional and personal achievements. I also see things differently after having had the chance to be exposed to the learning outcomes of real-life business cases targeting various topics from Leadership Development, Marketing, Strategy, Operations, Finance, Organizational Behavior, etc... I met and worked with new people within diversified groups; learned tremendously from the continuous coaching sessions we had through the first 6 months; and made great use of the Learning Path Tool - a 360-degree evaluation done on different levels within the MI Team, our clients, and HBS.

I now look forward to a new career challenge at MI, my objective being to put what I learned into practice, and I remain indebted to MI for this great experience. Today, I am here because of my hard work of course, opportunities I got, and most importantly because of the great exposure I recently got as a Harvard-trained executive.

My promise is that I will pay back to the organization with continuous improvement plans. Surely, I am eager to handle more responsibilities to ensure the system at MI is sustainable and is headed for a promising future built on an organizational model that will help MI live through generations to come.



PLD Module 5  
July 17 - 29, 2016  
Harvard Business School



### ●●● **Mother's Day in Kuwait**



*Mother's Day Event*

On the 21<sup>st</sup> of March, 2016, Medicals International was present at The Avenues Mall, Kuwait with a nice booth to celebrate all mothers.

### ●●● **King Saud University Lecture**

Sleiman Al Banna from MI gave a lecture on Avaira and Biofinity lines of contact lenses on November 16, 2015 at the King Saud University in Riyadh. Close to 26 optometry students attended the event. The King Saud University is the biggest university in KSA and MI received two hours to be part of the education schedule for that semester. Mr. Al Banna was presented with a certificate of appreciation.



*Lecture Attendees*

### ●●● **Cyprus University of Technology Campaign**



*Cyprus University of Technology Event*

MI participated in an event by the Limassol Lions Aphrodite Club on November 4, 2015 at Tepak campus, Cyprus University of Technology in Cyprus. More than 70 auto keratometries were performed using the Tomey RC-5000.

### ●●● **Medicals International Academy**

Medicals International Beirut office started an educational initiative for its customers in vision care - the Medicals International Academy! The purpose of this Academy is to gather eye care practitioners who wish to develop their practice with the latest solutions available today and enrich their technical scientific knowledge. Guest speakers range from Ophthalmologists and Doctors of Optometry to supplier representatives. Egypt office followed suit with similar activities.



*MI Academy with Dr. David Fahd, MD entitled: "Low Vision Diagnosis & Solutions"*



*MI Academy at Ouyoun Center, Egypt*



*MI Academy with Dr. Shady Awwad, MD entitled: "Keratoconus Management"*



MI Now Part of GACIC!

We are proud to announce that Medicals International is now a member of the German Arab Chamber of Industry and Commerce.

For more than sixty years this organization has been promoting bilateral business relations between the Egypt, North Africa, the Middle East, and Germany. It is the largest in the framework of business cooperation between Germany and the Arab world representing more than 2,700 member companies.



Certificate of Membership

Awards, Awards, Awards



Oertli Award



STAAR Unit Growth Value Award



STAAR Units Sold Award

MI was awarded the Number 3 Growth in Sales 2014/2015 Oertli Award, the STAAR 2015 Highest Total Units Growth Award and the 2015 STAAR Highest Total Units Sold Award.

Dar Optics Group Award

On December 14, 2015, Medicals International received an award from Dar Optics Group for continuous support and commitment in 2015.



Dar Optics Group Award



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