

VISION with ATTITUDE

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● ● ● A WORD FROM THE FOUNDER

Welcome 2023;

A year of determination throughout Medicals International.



Welcome 2023;

a year of determination & unyielding resolve throughout Medicals International.

Whilst the world is struggling with an open ended war between Russia and Ukraine, the COVID effects which are still being lived in some parts of the world, the ecological threats and the rough rhetoric between east and west, I am very glad to welcome with our team a very positive year for MI; how?

Our region is living an optimal price of oil, our countries are boiling with youth energy, and our population is thriving hence I consider MI is at a very opportune time. Plus, we have closed 2022 on a very positive note with an absolute HR readiness on structural, operational and field sales level with a focus on:

1. Developing our revenues with double digit growth.
2. Acquiring some existing distributors or small businesses.
3. Expanding horizontally our geographical coverage.

I look forward for a strong year to come and am confident everyone at MI is fully alerted and aligned to ensure the above commitments are our tomorrow's reality.

Your colleague, partner & friend,
Walid G. Barake
President & Founder



New colors dropping soon...

See inside to check
our activities!



MEDICALS
INTERNATIONAL

We think of the patient first!

www.medicalsintl.com
facebook.com/medicalsintl

Find enclosed our DENTAL news!



●●● COLORVISION Premium Colored Contact Lenses



Tarek Mahmoud
Director, Vision Care Unit
Medicals International Saudi Arabia

COLORVISION is a premium, high-end colored contact lens made in Brazil by Pfortner, a renowned industry expert that has withstood the test of time. COLORVISION's manufacturing process uses a unique technique that integrates the dyes with the lens material, which keeps the dyes intact and enhances comfort, safety, and health while also reducing eye irritation.

Strict manufacturing procedures are employed in our cleanrooms in Brazil to ensure the sterility of our end product and each lens is tested individually for quality. The technique used makes the colors look natural and leaves a 20% transparency. This 20% transparency in the

lens will reflect the wearer's own eye color mixing with 80% of the lens color, which results in a unique individual look for each wearer.

Contact lens wearers are fond of having unique individual looks that can only be achieved with COLORVISION.



Now, are you able to answer the question of whether it is a natural look or 80/20? IT IS BOTH



Maroun Diab
Managing Director
Medicals International Saudi Arabia

Exposed to the world of fashion and glamour, COLORVISION became a key player in the beauty industry, taking its place in many big exhibitions.

LAYLAT ZIFAFI EXHIBITION: Jeddah

The leading wedding and lifestyle exhibition in Jeddah brings together the latest trends in fashion, accessories, beauty, and everything a bride needs on her wedding day. During this event, local and international makeup artists, fashion designers, and hair dressers highlighted the advantages of COLORVISION on the bride enhanced look. That is why COLORVISION was proudly selected to be the lens every bride needs on her special day!

BEAUTY WORLD EXHIBITION: Riyadh

This year's Beauty World Exhibition – one of the biggest fairs for beauty products, hair, fragrance and wellbeing – hosted over 5000 visitors from more than 37 countries who got the chance to witness the beauty of COLORVISION premium colored contact lenses. Indeed, more than 1000 ladies got to try on different colors of COLORVISION that match their style and were impressed with the unique and natural look that COLORVISION offers.





WHAT'S NEW IN

VISION CARE

●●● Onefit MED

The newest addition to our contact lens specialty line!



Sleiman Al Banna
Director of Specialty & LVA lines, Vision
Care
Medicals International Saudi Arabia

The contact lens specialty line at Medicals International includes a large portfolio of solutions for every patient. We have always been pioneers in specialty contact lenses and aim to bring the latest technologies. For that reason, we chose the world's most clinically researched scleral lens: Onefit MED.

The biggest challenge when dealing with scleral lenses is the amount of oxygen reaching the cornea. Indeed, a lack of oxygen could lead to hypoxia-induced edema, which results in serious eye problems and compromised vision. Recent studies have shown that lenses with high Dk material along with low thickness (250 microns or less) and an ideal tear reservoir beneath the lens could play an important role in the prevention of hypoxia.



Onefit MED is considered one of the thinnest scleral lenses in the market with an ideal tear layer that maximizes oxygen transmission to the cornea and stem cells, and lowers the risk of hypoxia.

Looking at the practical side, Onefit MED is designed to allow the practitioner to fully customize and control the fit since adjustments are possible in four separate zones of the lens: 1. Central 2. Mid-peripheral 3. Limbal 4. Landing zone

(edges). Moreover, Onefit MED has an online fitting calculator and custom tools that enhance the fitting and final parameter selection, making this lens even more unique.



In June 2022, Medicals International hosted a series of events in Riyadh with the presence of Anna-Maria Lingvall, a lecturer and experienced scleral lens fitter in the department of medicine and optometry at Linnaeus University, Sweden. An event held at King Khaled Eye Specialist Hospital included informative lectures followed by a workshop, and attended by optometrists from all around Saudi Arabia.



Moreover, a lecture followed by a fitting workshop for 4 patients was also held at Specialized Medical Center Hospital. The visit was concluded with a fruitful round table discussion in the premises of our office, during which we discussed case studies and challenging fitting cases.



●●● QUICKSEE by PLENOPTIKA



Mohammad Hout
Product & Business Development
Manager
Medicals International Lebanon-Regional

650 million people worldwide suffer from poor vision and do not have access to eye care facilities that perform accurate sight measurements.



Quicksee by PlenOptika is the world's most accurate handheld autorefractor that is used in

NASA's space flights, the first of its kind in the world. Indeed, QuickSee was developed with the aim of dramatically expanding access to prescription for eyeglasses using high quality

autorefraction in mobile clinics.

It is simply a breakthrough in the optometric field and I am very honored to collaborate with

Medicals International and PlenOptika on such an important vision care solution!



●●● CLARITI 1 DAY Contact Lenses

Joelle Najarian
Marketing and Communication Officer
Medicals International

Clariti® 1 day contact lenses are made from soft silicone hydrogen lens material which allows wearers to experience the benefits of a daily disposable lens without compromising on oxygen transmissibility, keeping the patient's eyes healthy and whiter.



Clariti® 1 day contact lenses offer many benefits. First, they allow 100% corneal oxygen consumption, which keeps the patient's eyes healthy and white and maintains ocular health. Second, these daily contact lenses have a UV blocker, which helps protecting the eyes against the transmission of harmful UV radiation.



Moreover, clariti® 1 day is made using CooperVision®'s famous WETLOC™ technology, which keeps the patient's eyes continuously moist supporting excellent all-day wearer comfort.



●●● Eschenbach

"There is no visual aid for all visual tasks, but a visual aid for every visual task"



Sleiman Al Banna
Director of Specialty & LVA lines, Vision
Care
Medicals International

Eschenbach Optik, a world leader in low vision aids, was established in 1913 in Nuremberg, Germany. While remaining loyal to its history and embracing more than a century of expertise and excellent quality, the company combines contemporary flair with inspirational designs.

Low vision is an irreversible visual impairment that cannot be corrected by glasses, surgery, or medication, thus affecting the patient's quality of life. The most common causes of low vision are macular degeneration,



glaucoma, cataracts, and diabetes. Patients with low vision typically have difficulty engaging in basic daily activities such as reading, writing, watching television, etc... They also have difficulty with mobility which can lead to safety issues like falling. Moreover, if left untreated, cognitive decline and mental health issues can also arise.

Fortunately, most visually impaired patients can have

their remaining vision maximized through low vision aids solutions. Indeed, Eschenbach Optik offers a wide selection of magnifying vision aids which have been optimized for different vision tasks. Their portfolio includes filters, handheld magnifiers, reading aids, telescopes, stand magnifiers, and electronic visual aids. Hand-held magnifiers are one of the simplest and most familiar magnifiers to use because the user can adjust the distance between the lens and the object.



The latest Eschenbach innovation is the pink-colored Acunis Filters, which are designed to help patients with light sensitivity due to migraines, traumatic brain injury, and other eye conditions.

Another interesting solution is the Vario Digital FHD which is a portable desktop video magnifier with an exceptional image quality, user-friendly specifications, and excellent value for money.





●●● The Research Institute of Ophthalmology 2022



Ashraf Adel
Assistant Sales Manager, Vision Care
Medicals International Egypt

Medicals International proudly participated in the Research Institute of Ophthalmology (RIO) Congress 2022 in Egypt under the supervision of Dr. Mostafa Salah, president of RIO.

I was honored to give a lecture in collaboration with Dr. Tarek El Naggat about keratoconus and Corneal Irregularities management using rigid gas permeable lenses.



The lecture was attended by more than 50 ophthalmologists who were amazed by the challenging keratoconus and post refractive irregularities real cases that showed improved visual acuity upon using different Rose K lenses.

●●● MI at Regional Events in Vision Care!



World Keratoconus Day 2022
Jordan



Lebanese Congress of Optometry
Lebanon



Rose K Lecture and Workshop
Lebanon



EMCO/SSO 2022
KSA



SILMO Istanbul Optical Fair 2022
Türkiye



20th Educational Congress of
Optics and Optometry Cyprus



6th Optometry Congress
Cyprus



Change Day 2022
Jordan



Başkent Global
Optical Fair Türkiye



JOVISION 2022
Jordan



●●● The iStent inject® W is now available in Saudi Arabia!



Mohamad Wahba
Sales Manager, Ophthalmology
Medicals International Saudi Arabia

Medicals International and Glaukos were honored to welcome Professor Albert Khouri in KSA, a leading Glaucoma surgeon and Professor of Ophthalmology at Rutgers University Newark, New Jersey.

Pr. Khouri's visit included a series of successful surgeries, round table discussions, dry labs, and lectures highlighting the iStent inject® W's latest scientific and clinical findings in the most important ophthalmology centers in Riyadh.



During his visit to King Khaled Eye Specialist Hospital (KKESH), Pr. Khouri attended surgeries and gave an interesting lecture and dry lab session about Minimally Invasive Glaucoma Surgery (MIGS) in open-angle glaucoma (OAG), which were attended by more than 20 consultants, fellows, and residents from KKESH.



Dr. Ali Al Beshri
Former Glaucoma Consultant KKESH,
Magrabi Hospital, Riyadh

" I have had excellent results with iStent devices with most of my patients, and the pressure is satisfactory. It is a safe and effective device provided the patient is properly selected "

The next day, Pr. Khouri attended the first iStent inject W operation to be performed at Elite Hospital with Dr. Tamer Radwan.



Last but not least, a roundtable meeting took place at Dr. Suliman Al Habib Hospitals - Al Riyyan Branch, during which Pr. Khouri shared his experience and reviewed data on the iStent inject W in open-angle glaucoma (OAG), as well as the latest published studies showing consistent decreased intraocular pressure (IOP) & medication reduction over the years.

"iStent was the first trabecular microbypass stent to be approved in the United States and received SAUDI FDA afterwards. Several studies have proved its efficacy and safety either as a solo procedure or combined with phacoemulsification.

The secret to having a successful surgery is the proper patient selection and following the recommended surgical steps. The new iStent inject® W features a wide flange at its base which optimizes stent visualization and placement during surgery and postoperatively.



I personally have a smooth and short learning curve on both iStent inject and iStent inject W. Most of my patients had a controlled IOP either without or on fewer glaucoma medications after the surgery with no serious complications"

Dr. Sami Al Odhayb
Consultant Cataract and Glaucoma
Medical Director, Specialized
Medical Center Hospital



●●● iStent Inject in Lebanon



Nisrine Molaeb
Sales Manager
Medicals International Lebanon

Pr Albert Khouri's visit to KSA was followed by a very interesting lecture in Lebanon! Medicals International hosted a successful event at Mövenpick Hotel Beirut on April 2022, during which 45 ophthalmologists attended Pr. Khouri's lecture entitled "Rationale for


Trabecular Micro-Bypass Surgery: Individualized Approach to Therapy".

The lecture discussed the iStent's specifications, design, and main advantages. Being the smallest FDA-approved implantable surgical device to be put into the human body, iStent truly revolutionized the treatment and management of glaucoma. Indeed, with its unique design and heparin coating, this device significantly reduces the intraocular pressure (IOP) in adult patients with mild to moderate primary open-angle glaucoma.

●●● STAAR ICL in KSA!



Mohamad Wahba
Sales Manager, Ophthalmology
Medicals International Saudi Arabia

Medicals International Saudi Arabia is celebrating 50,000 implanted STAAR ICL during the last 15 years. This is a huge milestone for us having launched STAAR EVO ICL at its very early inception & believing that this product will provide multiple solutions to patients throughout the  who otherwise will suffer from many

visual impairments & have their functional day to day living altered.

The high quality optics and color contrast sensitivity offered by STAAR EVO ICL makes it often the first and optimal choice of many refractive surgeons.



" I implanted my first ICL in 1998 in Valencia, Venezuela. After 24 years of experience, I can conclude that this is an excellent and reliable way for correcting low, moderate, and high ametropias. The

Jose Manuel Vargas, MD
Head of the Ophthalmology Division
King Abdullah Bin Abdulaziz University Hospital, Saudi Arabia

ICL is safe, predictable, stable and one of its most important features is reversibility. The surgery has a quick recovery, minimal or zero discomfort, and the quality of the vision is not affected. The majority of my patients are extremely satisfied "



"As a refractive surgeon, I strive for accuracy, concrete results, and excellent stable quality of vision, STAAR EVO ICL delivers that. EVO Implantable

Dr. Mohammed Al Mutlak
Cornea & External Disease Consultant
King Khaled Eye Specialist Hospital (KKESH), Saudi Arabia

Collamer lens (ICL) is a fantastic option for our patients. It provides excellent outcomes with an impressive safety profile"



●●● Integre Pro Scan



Moataz Al Taweel
Sales Manager, Ohthalmology
Medicals International Egypt

Integre Pro Scan™ from Ellex combines multi-color photocoagulation with a precise computer-controlled pattern scanning laser in an ergonomically advanced all-in-one laser/slit lamp design. With Integre Pro Scan™, physicians can transform the efficacy and efficiency of retinal photocoagulation. Indeed, at the touch of a button, the system can deploy

comprehensive choice of patterns that are spaced, shaped, and positioned consistently and precisely for the accurate and efficient treatment of retinal disease.

" Integre Pro Scan™ from Ellex is a very user friendly machine. It saves time and is much more convenient for the patient and the doctor. It is my preferred machine for full scatter laser in diabetic patients."

- Professor. Mahmoud Soliman



●●● Schwind ATOS



Johny Rashed
Product and Business Development Manager
Medicals International UAE

During its long history, SCHWIND eye-tech-solutions was able to excel in the refractive surgery field. With Amaris, the company conquered the Middle East with 120 installed devices. The blossoming peaked with the release of their all new ATOS state of the art femtosecond laser.

In late 2021, the ATOS changed the perspective of Lenticule extraction surgery with its SmartSight technology of 0 micron lenticule edge. With its sophisticated software, the treatment profile is able to yield a reduced thickness lenticule, allowing the device to reach a -12D of Spherical Equivalence. Not only this, ATOS is the first femtosecond device to follow the iris print of the patient, thus compensating for Cyclotorsion. This is done by importing the trademarked SCC data from the SCHWIND Sirius. In addition to the patient data transfer, this feature ensures an accurate cylinder axis removal throughout the lenticule cutting, leading to the most accurate lenticule removal surgery in refractive market.

With its ergonomic design, the Atos fits perfectly next to any excimer bed where a simple swivel will put the patient ready for treatment. An all in one curved PI will ensure minimum pressure on the patient's eye and real cut prediction. Flap or lenticule will be executed within around 20 seconds from the start of the laser shots and due to its low energy spots, the laser will allow to have increased numbers of shots per mm which will ensure a smoother dissection. This state of the art device allows for a smooth dissection where the doctor's spatula faces almost no resistance during lenticule removal or flap lift.



Having a user friendly software, state of the art technology and at point results, the ATOS has a very bright future coming ahead in the field of refractive surgery. SCHWIND will not stop there, as there are multiple additions in the pipeline of the device that will offer further treatment profiles and will answer other clinical indications using femtosecond laser technology.



●●● Ziemer Academy Cairo 2022



Elie Abou Aziz
Director of Sales
Medicals International Egypt

Medicals International is privileged to host the Ziemer Academy 2022 which took place in Cairo after great success in Beirut, Singapore, and Moscow. The Academy's heart and soul is the exchange of expertise between actual users and Egyptian experts in the field of Ophthalmology.



Prof. Theo Seiler, Prof. Shady Awwad, Prof. Jod Mehta, PD Dr. Theo Seiler were hosted by Prof. Yehia Salah and Prof. Mohamed Hosny at Eye Care Hospital Maady and Dar Al Oyoun Hospital Rofeida with the attendance and participation of many users and physicians from different ophthalmic centers in the Middle East and Europe.



The lectures were very informative and focused on the Ziemer technology innovative and learning researched femto technology fits different applications.

Key speakers showed their experience and exchanged opinion and discussed cases highlighting the versatility of the Ziemer platforms whether in producing incredibly precise femto flaps to advanced coaxial surgery, different

keratoflaps applications and most recently the successful and very promising CLEAR for lenticule refractive surgery.



The lectures were followed by a series of wetlab sessions on corneal Lenticular cuts, LASIK, Rings, and Femto Phaco on Z8 Systems which were organized and hosted by Dar Al Oyoun and Eye Care hospitals staff, doctors, and management.

The event as well hosted various social activities enjoying the magestic and historical Egyptian culture.





●●● Oertli Surgical Platforms in KSA!



Aref Choukeir
SalesManager, Ophthalmology M&D
Medicals International Saudi Arabia

OS4, Faros, and CataRhex 3 Oertli Surgical platforms are available everywhere in KSA; from small centers to big hospitals - and at two of the biggest university hospitals in Saudi Arabia!

Every time I demonstrate Oertli Platforms, I am fascinated with doctors' feedback that supports my view:

Oertli should be the pillar of Phacoemulsification and Vitrectomy Surgeries, supporting surgeons to offer the best surgical outcomes for their patients.



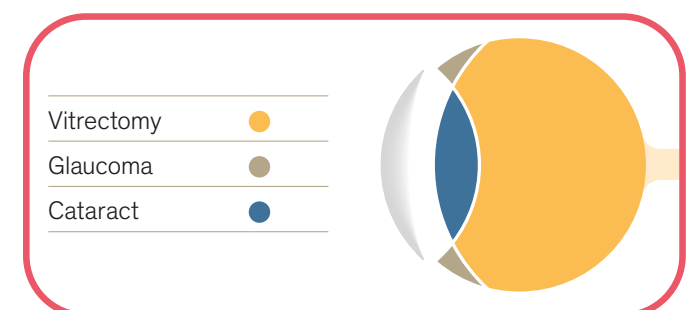
I am very pleased and privileged to be at the forefront of bringing Oertli Surgical platforms to this level in our beloved Kingdom, this happened due to the high safety and stability of our fluidics system that helped me to prove, case after case, the viability of this platform as a key tool for safe and successful cataract removal and the continuous flow cutter innovation during pars plana vitrectomy (PPV) improves this trendsetting cutting concept without any perceivable pressure fluctuations, and enables optimum portioning of the vitreous body.

CataRhex3 offers a portable solution that supersedes much bigger Phaco machines due to its advanced fluidics and EasyPhaco technology. Adding to that, the new SPEEP pump allows both Flow and Vacuum to be controlled independently from each other combining Venturi and Peristaltic behaviors, which will lead to fine

control and better performance.

Faros with its new features including the SPEEP pump is being adopted by many doctors and became our market leader. It is the best choice combining Phaco and Posterior Vitrectomy machines for many hospitals and centers in Riyadh.

OS4 is one of the most comprehensive and versatile Phaco/VR plus Endolaser 532 nm systems in the industry with a double pneumatic cutting speed (10,000 cuts per minute). It includes three pumps (Peristaltic, Venturi, and SPEEP), as well as two light sources (LED and LED+) along with an integrated Endolaser which gives doctors a true all-in-one platform. Indeed, Oertli's success story in Riyadh is impacting the livelihood of many patients and supporting doctors' success.



I am very proud and privileged to have major centers such as National Guard Hospital, King Fahed Medical City, Dr. Sulaiman Al-Habib Medical Group, Elite Hospital, Dr. Khalid Tabbara Eye Center, Specialized Experts Center (Dr. Ali AlRajhi), Dr. Soliman AlKharashi Medical Center, Vision Eye Specialist Center, Eye World Surgical Center, Alhokama Eye Specialist Center, Mshhor Eye Experts, BinRushd Ophthalmic Center, and many other hospitals and centers to have adopted our Oertli yellow eagle in their operating rooms. This unique Swiss technology has gained the trust of many luminaries in both public and private sectors.

Oertli will be the KSA' Phaco/VR platforms' leader very soon!



●●● A new technique to treat keratoconus - CAIRS!

Joelle Najarian
Marketing and Communication Officer
Medicals International Lebanon

Corneal Allogenic Intrastromal Ring Segments (CAIRS) is a novel technique to treat keratoconus. Indeed, Dr. Jacob developed this technique as the use of synthetic ring segments has often led to complications.

The principle is similar to synthetic segments, but donor cornea tissue is used. The surgeon creates a channel or tunnel using the femtosecond laser in the cornea stroma

and slips in the Corneal Allogenic Intrastromal Ring Segments. It is important to note that CAIRS is a reversible, easy, safe and fast procedure. It can be used to treat earlier stages of keratoconus and helps patients improve their vision.

●●● MI at regional events in Ophthalmology!



LOS 2022
Lebanon



TOD 2022
Turkiye



SRS 2022
Saudi Arabia



SAMIR 2022
Morocco



EPOMEC 2022
UAE



MIOC 2022
Oman



SMO 2022
Morocco



RSOS/SOS 2022
Saudi Arabia



●●● Flow-c Anesthesia Machine

Zein Al Abidin
Territory Manager, Critical Care
Medicals International Lebanon

The flow-c anesthesia machine is the perfect fit for operating rooms - especially ones with challenging space. Despite its compact size, the flow-c anesthesia machine features innovative Flow family technologies, which supply safer and more precise anesthesia for any patient. These technologies include:



- Ventilation performance to ICU standards: this feature provides the power and precision to ventilate even the most challenging patients - from neonates to overweight adults. This is the result of the combination of the volume reflector re-breathing system and the proven Servo gas modules, adjusting pressure and flow constantly within every breath according to the patients' needs.

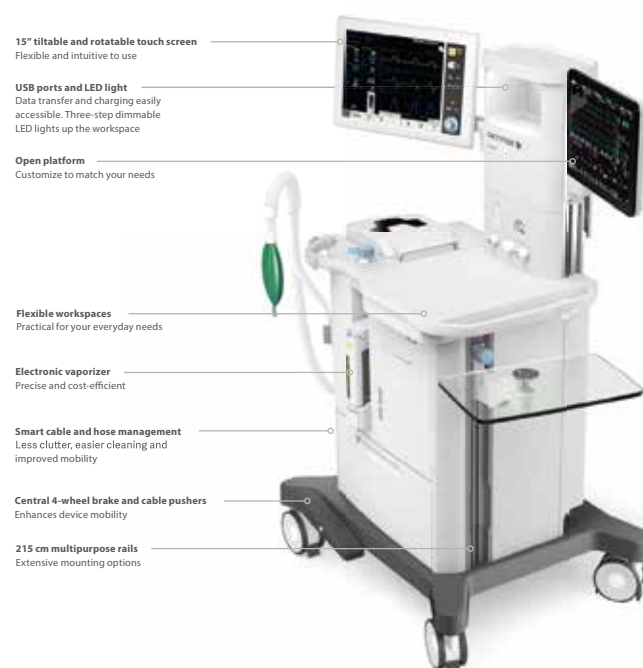
- Precision agent dosing: Electronic injection technology enables precise delivery of agents, primarily during the inspiratory phase, with minimal waste. The lightweight and maintenance-free vaporizers can be refilled and exchanged even while the machine is running, and do not require annual calibration.



-Active hypoxia prevention technology thanks to the O2 Guard: this feature automatically increases the flow of oxygen if the inspired oxygen level drops below 21%, minimizing the risk of hypoxia in challenging patients.

-An intuitive user interface

-And several mounting possibilities





●●● HOW CAN WE HELP YOU BOOST YOUR CONTACT LENS SALE?

Rebecca Aoun
Director of Marketing, Regulatory
Affairs and Sales Administration
Medicals International

There is definitely not one single step that can help you improve your profitability and revenue, but we all agree that Marketing is a great tool to increase awareness of your shop and the brands that you sell.

We have created some simple marketing tools that could help you promote Medicals International's vision care solutions, whether in your shop or on your online platforms.

1) Social Media packages

Social media marketing is one of the most powerful marketing strategies for optical shops. For that reason, our marketing team is creating free monthly social media promotional packages ready to use on any of your platforms.



2) Use our Instagram filter!

We also offer you and your customers the opportunity to try on the different colors of COLORVISION lenses through our COLORVISION instagram filter!

3) Offering Promotional gifts

Who doesn't like gifts?

Our marketing and sales teams are always working on new gift ideas to offer your patients when purchasing COLORVISION or CooperVision products on special occasions.

4) Influencers marketing

Our team has been very busy in the past year with influencer marketing and promoting COLORVISION in optic shops. Indeed, we have collaborated with more than 600 influencers to raise awareness about COLORVISION premium colored contact lenses, and redirected the sales to your optic shops.



5) Take advantage of our campaigns!

We have the pleasure to collaborate with the first female Emirati racing driver in the Arab world, Amna Al Qubaisi who is definitely an inspirational figure that we look up to.

One of the campaigns "Be your own kind of Beautiful" had a focus on women empowerment emphasizing on how women are beautiful in their own special way. COLORVISION lenses' colors blend with the natural eye color, and thus do not change the identity the wearers - keeping them authentic and natural. Another campaign was relevant to the safety of contact lens wear while doing extreme sports such as racing thanks to COLORVISION's high level of comfort and sharp vision.

6) Make your Marketing colorful

With colored contact lenses, seeing, often, really is believing. Your staff can promote colored contact lenses simply by wearing them. This helps patients visualize themselves wearing them.

Don't forget to ask your sales representative about these marketing campaigns and tools to help you boost your contact lens sale. Most importantly, follow our pages and stay up to date with our latest marketing campaigns!



●●● Team building activities at MI!



Patricia Fakhoury
Human Resources Officer
Medicals International Lebanon

"Teamwork is the secret that makes common people achieve uncommon results" - Ifeanyi Enoch Onuoha
MI's HR department goal is to create a positive company culture and a healthy work environment that enhances employee's enthusiasm and motivation. Team-building activities are encouraged to create a sense of community among MI employees. As they say, knowledge is power. For that, the HR department has organized a very valuable and life-saving Emergency First Aid training for its employees. The main objective was to train them to assist the injured in case an emergency takes place until professional medical help arrives. Moreover, to keep an active and healthy lifestyle, MI encourages its entire staff to engage in sports and has

created a "Basketball night" every Wednesday for its employees.



Right after the COVID-19 pandemic, our department has been actively arranging activities outside the workplace, during which employees spend the day hiking together in Lebanon's beautiful scenic mountains and enjoy a nice gathering for a well deserved get together around lunch.



●●● HR NEW SYSTEM



Elia Al Soury
Executive Manager
Medicals International Lebanon



Nour El Hajj
Human Resources Administration Officer
Medicals International Lebanon

Medicals International is not only a customer-oriented company with a focus on service, but it also believes in human capital development. Indeed, employees are a significant asset and primary promoter of profitable business for an organization. The HR department at Medicals International is committed to providing its employees with a stable work environment and an excellent opportunity for

career growth.

HRIS (Human Resources Information System) is our new software to help improving operational efficiency and assist in profiling, selecting, recruiting, maintaining and growing our talent base.

The team is actively working to have the full project implemented at MI HR. HR automation will prove to be a pivotal and strategic step in the right direction for our organization, and it will benefit all stakeholders and promote a healthy and progressive work environment.





●●● Executive team perspective



Nina Abdallah
Executive Vice President
Medicals International Lebanon

Dear colleagues, partners and friends,

It is an exciting time at MI. Very motivated to be back to this thriving company. I am happy to start my job with a small team that represent the Executive team; an Executive Manager, Elia Al Sour, and an executive administrator Hanady Bou Zeid.

The goal of this team is to work on some direct files such as HR, Marketing, etc.. and in parallel to some existing established departments at MI in particular vision care from newly established MI dental.

The purpose of this department is to:

1. Build up on our strength as a company; Implement and enhance on successful sales methodology.
2. Monitor, assist and evolve per department growth and achievements in a timely manner.
3. Expand our know-how and unleash full potential.
4. Align and homogenize all departments efforts to smoothly reach ultimate success.

My assurance is that we will be there to help everyone and we will act with utmost urgency on any file that reaches my desk.

Best wishes to us all for a very strong 2023. You have my full commitment and unyielding resolve to make things happen.

Since 2008, Medicals International covered the cancer treatment course of 13 children at the Children Cancer Center of Lebanon by donating 1\$ with every Biomedics 1 day Extra pack purchased. That is 13 lives saved, 39 hopeful family members and a million dreams restored !



●●● OS4 Donation to LAU Medical Center-Rizk Hospital

Medicals International is very proud to donate a quarter a million USD advanced ophthalmic technologies to the LAU Medical Center - Rizk Hospital in Beirut, Lebanon.

As part of our progressive engagement in supporting teaching medicals institutions, we are very proud to announce today the confirmation of this valuable donation that will bring the LAU Medical Center-Rizk Hospital the latest Oertli fully equipped cataract,

glaucoma and vitrectomy surgical platform.

Using its innovative developments and high-quality products, Oertli is continuously setting new standards in cataract, vitrectomy and glaucoma surgery.



**MEDICALS
INTERNATIONAL**

Country in Focus

●●● MI landed in Baghdad!



Nassim Haddad
VP Business Development & Managing
Director
Medicals International Iraq

It is my pleasure to announce the official opening of our new office in Baghdad.

The nation of Iraq originally known as Mesopotamia or “Land between the rivers” goes back in history to over 6000 years and is located between two great rivers: Tigris (Dijla) and Euphrates.



The historical city, Baghdad, was established by Abou Jaafar Al Mansour as the capital of the Abbasid Caliphate near the ancient Babylonian capital. Baghdad later became the center of science, culture, and inventions where many poets, academics, physicians, and scientists lived and worked leading the Arabic civilization.

Our first presence in Iraq goes back to January 2012 when I established Medicals International’s office in Erbil, the capital of Kurdistan province. From this office, we served the whole area of Northern Iraq.



Indeed, the hot and dry weather conditions, especially during summertime, make the Iraqi population vulnerable to many eye diseases such as dryness, cataract, and keratoconus, which are highly prevalent in the country.

MI is committed to its mission by offering the best products and professional services to ophthalmologists and optometrists, all while keeping its slogan, “We think of the patient first”, in mind.

Now that MI is in Baghdad, we have a goal to succeed and flourish in our business just as we did in the rest of our 18 offices in the region.



**MEDICALS
INTERNATIONAL**

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