

VISION with ATTITUDE

VOLUME 12 ISSUE 1 FREE PUBLICATION 2017

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●●● A WORD FROM THE FOUNDER

Clarity & Focus Amid Cloudy Skies!



A year ago in this very same communication **Vision with Attitude**, I wrote about optimization and the economic challenges facing our region as a result of the decline of the price of oil and the political uncertainties we live through. It was obvious that organizations and individuals overall must adjust and work with what is now being called the “new normal”. How would this “new normal” alter our business and lives? Here are my thoughts!

Since the dawn of oil discovery, the Middle East region lived in economic abundance. It was a new era, a total transformation that led to the foundation of modernized and developed urban cities and individuals with advanced needs. We all prospered.

The “new normal” is what we need to get used to. Today is the time for reality: hard work, expertise, advanced level of service and the provision of exceptional customer satisfaction.

At MI we are quite ready, welcome to those new challenges, welcome to this “new normal”. This is what we founded our business on and this is how we like to compete! We embrace this new era with the extension of our training budget. In 2016, we invested heavily in staff technical development, support and different kinds of education programs. In 2017, we are partnering with our suppliers to create experts and advanced courses. We are elevating the benchmark in hiring, and demanding more from our team. We are investing in IT, HR, Marketing, and we are expanding regionally. We are on the go!

It is key that business leaders regionally adopt quickly. It is key that we embrace this “new normal” by developing our teams for the future. It is key that we spend on good practices. Good leaders must see through their organizations’ futures with Clarity & Focus and avoid getting obstructed by the challenges of the moment. **I am positive about the future. I am keen to see MI blossoming as always. I am sure we will do very well.**

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



INTRODUCING COLOR VISION!

Look out for the latest to come in colored contact lenses, as Medicals International joins forces with Pfortner, the leading industry manufacturer!



WHAT'S NEW IN

VISION CARE

●●● Clariti 1 Day Now at Vision Express!

Live Vivid with Clariti 1 Day! The pioneer of genuine one-hour service and renowned optical retail chain – Vision Express – launched Clariti 1 Day, the novel one-day silicone hydrogel from CooperVision! Exciting kick-off launch and training events were held at Medicals International offices in KSA, Qatar, UAE and Kuwait featuring the one and only Mr Karl Aberdeen as the speaker and trainer.



With Vision Express Kuwait

For a broad spectrum of your patients

clariti[®] 1 day

see life with clariti[™]

clariti[®] 1 day—The world's first and only silicone hydrogel daily disposable family, delivering comfort for virtually every corrective need



3x the oxygen transmissibility of 1 day hydrogel contact lenses



WetLoc[™] Technology—naturally wettable and the highest water content of any 1 day silicone hydrogel lens



Unsurpassed lubricity for lowest measured surface friction¹



Exceptional performance at an exceptional price point



UVA and UVB protection*

In sphere, toric, and multifocal



Make an easy transition to the benefits of 1 day silicone hydrogel for your hydrogel patients, with the comfort and value of clariti[®] 1 day

Warning: UV-absorbing contact lenses are not substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. Patients should continue to use UV-absorbing eyewear as directed.

1. Adapted from Roba M, Duncan EG, Hill GA. Friction measurements on contact lenses in their operating environment. *Tribol Lett* 2011;44:387-397. Coefficient of friction values did not change significantly in the subsequent testing cycles (measurements at zero cycle).

Sources: Practitioner brochure ref. 268 v24-clariti 1 day sales aid_7_03.13 and Clariti 1D_TRADE AD 1P_Global_SA00657_051115

For more information, consult your Medicals International representative

●● CooperVision Budapest Trip

Medicals International and CooperVision invited eye care practitioners from main optical chains in Oman, Kuwait, UAE, KSA and Jordan to visit the Clariti 1 Day manufacturing plant in Budapest. Attendees got the chance to learn more on the upcoming silicone hydrogel one-day lens and got to see the innovative technology that goes into making it, first-hand.



At the CooperVision Centre of Innovation

●● Presbyopia Management Solutions Event

Medicals International held an event entitled: "Presbyopia Management Solutions" on May 4, 2017 at Hilton Beirut Habtoor Grand in Lebanon. The heavily attended event featured Vice Chairman ACLM and BCLA member, Mr. Karl Aberdeen, and Mr. Maarten Brouwer, an Optometrist and Ophthalmic lens expert. The attendees were introduced to presbyopia solutions from CooperVision and Hoya.



From left to right: Mr. Tarek Abbas, Mr. Nassim Haddad, Mr. Karl Aberdeen, Mr. Jack Boulos



Mr. Karl Aberdeen Lecturing the Attendees

●● Dr. Paul Rose Tour

World-renowned industry pioneer Dr. Paul Rose, OD, FNZCLS, CNZM did an educational tour of the GCC countries that started in Oman, continued to Dubai and KSA, and ended in Kuwait. Attendees got the pleasure to meet the famous industry expert and know more about Rose K lenses and fitting. Awards were presented to loyal customers working with the Rose K line of RGP contact lenses for more than 15 years.



Oman



UAE



Kuwait



King Faisal Hospital, KSA



Qassim, KSA



KKESH, KSA



WHAT'S NEW IN

VISION CARE

●●● Dr. Ruud SynergEyes Tour

Dr Ruud van't Pad Bosch trained eye care practitioners and served as guest speaker for several scientific events for SynergEyes hybrid lenses. Presentations and trainings were carried out on Duette, Duette Progressive, UltraHealth and UltraHealth FC in Jordan, Egypt and the UAE.



Dr. Ruud with the Jordan Team



Dr. Ruud lecturing in the UAE



Dr. Ruud with the UAE Team

Available Now

Biofinity XR Toric

+10.00D to -10.00D (sphere) and to -5.75 (cylinder)
That's 7 new cylinder powers!



●●● MI at Regional Vision Care Congresses



Cyprus Optometry Congress



Scientific Day, Jordan



EMCO, Lebanon



JoVision, Jordan



Saudi Association of Optometry



●●● **Schwind Amaris: Fast and Accurate**



Dr. Ihab Saad Othman,
Professor of Ophthalmology - Cairo University
Director/CEO at Eye and Laser World Hospital

Refractive surgery had major advances in the past years. What was important to us in practice was a safe, rapid, accurate machine. Different companies compete in advancing their diagnostic systems for better customized ablation profiles, rapid multidirectional tracking systems, and aspheric laser ablation profiles. We had the advantage of being one of the leading centers in Egypt and the Middle East to have the experience with the new Schwind Amaris 1050RS. This model comes with 7D tracking giving latency-free tracking of all possible eye movements; that's 2 trackers more than any other machine. SmartPulse Technology with dual fluence ablation showed us a smoother bed than before and really aided in patient satisfaction in the early postoperative period. We shifted our surface ablation practice to TransPRK rather than conventional PRK in which the epithelium

is ablated by the laser, together with actual refractive laser treatment in a single step, decreasing the total treatment time and enhancing wound healing.



Schwind Amaris 1050RS

Our early results of the 1st 6-month cohort study showed very reproducible results in myopic, hyperopic and astigmatic treatment profiles. Moreover, redo cases with both flap lift and transPRK modules showed good results. We are happy with the Schwind Amaris 1050RS platform with faster and more precise ablation profiles, and a more satisfied patient.

●●● **Trauma Cases with Dr. Ibrahim Ali**



Dr Ibrahim Ali is a Lebanese ophthalmologist with almost 30 years in the field, renowned for novel methods for treatment of Retinitis Pigmentosa, CRVO - CRAO, and Vernal Catarrh. Among his pioneering work is the first Keratoprosthesis implanted in the Middle East in 1991 with a Lebanese patient getting back his vision after 57 years of total blindness. Today he is glad to share with us some of the trauma cases that he has treated in his years of experience, in hopes of shedding light on the extent of advancement in oculoplastic surgery.

Top Three: Severe thermal damage and sclerocorneoplasty
Two Bottom Left: Car accident, intact pre-op and post-op
Two Bottom Right: Casualty of war, pre-op and post-op



●●● MI at Regional Ophthalmological Congresses



Saudi Ophthalmological Society



Egyptian Ophthalmological Society



Society of Lebanese Ophthalmologists in Lebanon and Abroad



Evolving Practice of Ophthalmology
Middle East Conference, UAE



Lebanese Ophthalmological Society



Society of Lebanese Ophthalmologists
in Lebanon and Abroad

●●● AUBMC Now Does Femto Cataract



Dr. Shady Awwad
Associate Professor of Ophthalmology
Director, Laser Refractive Surgery Center
Head of Cornea and Refractive Surgery Division
American University of Beirut Medical Center

“ The Ziemer Z8 is a state-of-the-art machine that can assist surgeons in performing amazing feats from corneal flaps, channels and pockets, to all types of keratoplasties, to advanced cataract surgery - all with extreme precision...a versatility reminiscent of the legendary Swiss knife! ”



Ziemer Z8

The American University of Beirut Medical Center (AUBMC), the teaching university hospital of the American University of Beirut, now uses an Oertli OS4 and a Ziemer Z8.

The leading regional medical center now does Femtosecond Laser Assisted Cataract Surgery (FLACS) thanks to the latter unit and is reporting a positive start.



Oertli OS4

●●● Guest Speaker Events



AngioVue OCTA Event with Dr. Georges El Mollayess



Schwind Iftar Event with Dr. Shady Awwad

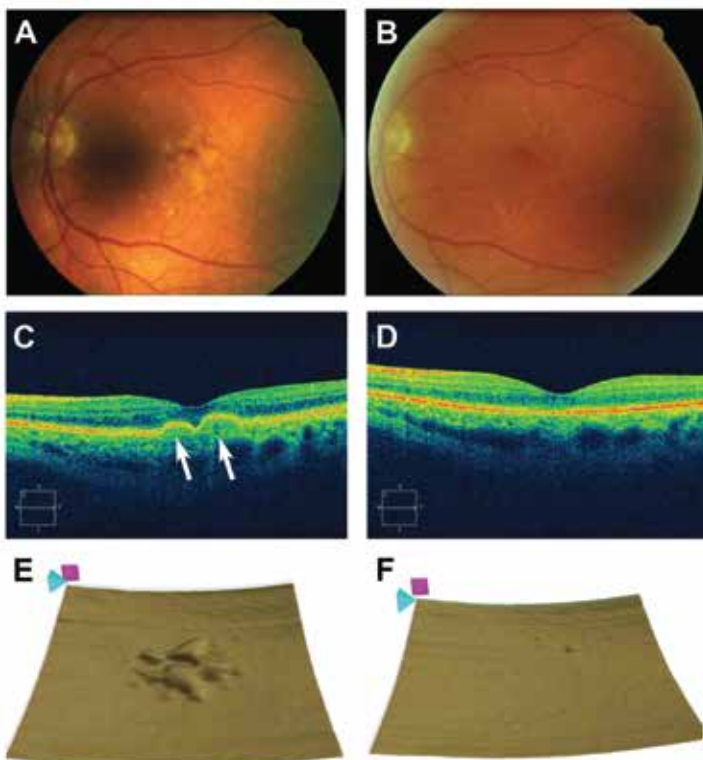


●●● **2RT, Retinal Rejuvenation for Early AMD Management**

What is 2RT?

2RT® is a breakthrough non-thermal laser therapy from Ellex that stimulates a natural, biological healing response in the eye to treat degenerative retinal diseases, including age-related macular degeneration (AMD).

The 2RT solid-state, nanosecond laser is delivered through a patented speckled beam profile which selectively targets organelles within the retinal pigment epithelium (RPE) in order to induce a therapeutic effect without causing collateral damage.



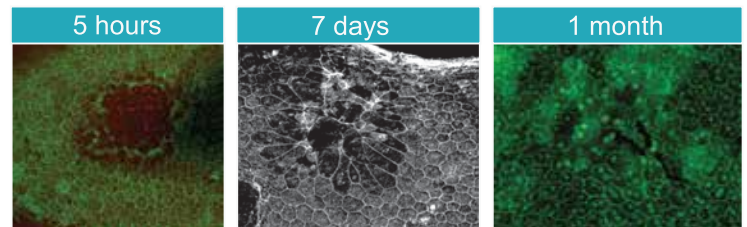
Drusen resolution following nanosecond laser treatment. Multi-modal image analysis was performed on a 74 year old female with intermediate AMD. Images were taken of the left eye before (A, C, E) and 12 months after (B, D, F) nanosecond laser treatment. At 12 months following laser treatment, there is a substantial reduction in the extent of drusen in this participant.

Procedure and Mechanism of Action

During the procedure, a series of laser spots are applied, superiorly and inferiorly, inside the temporal retinal vascular arcades.

2RT selectively targets individual RPE cells. Microbubbles around melanosomes expand, coalesce and cause intracellular damage. Intracellular structure is damaged, leading to individual RPE cell death. Extracellular and Intracellular signalling occurs from neighboring RPE cells: neighboring cells migrate and proliferate into vacant cell space and RPE cells divide to produce a new RPE cell. Cell and drusen deposits are scavenged away. Retinal health is improved.

2RT on RPE: Selective Death & Healing



Source: Prof Erica Fletcher (University of Melbourne)

- Examined RPE following treatment at 0.065mJ of a C57Bl6 mouse
- 5 hours: Cell death (TUNEL labelling-red)– not all cells are ablated
- 1-7 days: cellular hypertrophy (increase in cell volume)
- 1 month: almost complete healing of RPE

Take-Home Message

2RT uses approximately 500 times less energy than retinal photocoagulation and features a large 400-micron speckle beam spot size, instead of a 50-micron spot size commonly used in conventional retinal laser therapy.

2RT is a patented therapy, invented by Ellex over 10 years ago with the first laboratory paper dating back to 2008. 2RT has a CE Marking & FDA (510K) Approval for DME and a CE Marking for early AMD.

Sources: Ellex website, 2RT product brochure ref. PB00024A, 2RT clinical presentation from Ellex



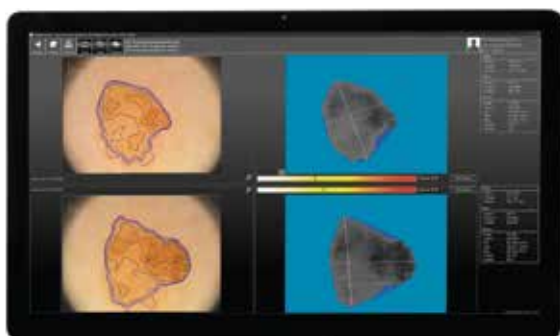
●●● Early Detection of Melanoma and Non-Melanoma Skin Cancers



Irena Ivanovska Gjoshevska, MD,
Specialist in Dermatology
Health Bay Polyclinic, Dubai, UAE

What is Dermoscopy?

Dermoscopy refers to the examination of the skin using skin surface microscopy that enables visualization of the skin structures related to the epidermis, the dermoepidermal junction, and the papillary dermis, and it also suggests the location and distribution of melanin, which significantly improves the preciseness in the diagnostics of pigmented and non-pigmented lesions with 50-75% accuracy. This procedure being a part of the preventative measures for early detection of melanoma and non-melanoma skin cancers is used as a basic tool in daily dermatological clinical practices. Vestergaard et al. have reported that dermoscopy assessment is more accurate than clinical evaluation by naked eye for the diagnosis of cutaneous melanoma (odds ratio = 15.6, P = .016). In this study, the mean sensitivity in the diagnosis of melanoma was 74% for the examination by naked eye and 90% for dermoscopy.



Analysis Procedure by the
FotoFinder Mole analyzer

Currently, the World Health Organization outlines that between two and three million non-melanoma skin cancers and 132,000 melanoma skin cancers occur globally each year. The atmosphere loses more and more of its protective filter function and more solar UV radiation reaches the Earth's surface as ozone levels are depleted. The World Health Organization estimates that a 10% decrease in ozone levels will result in an additional 300,000 non-melanoma and 4,500 melanoma skin cancer cases.

Literature demonstrates many different dermoscopy methods of classification. The most widely used dermoscopy procedures are pattern analysis, the ABCD dermoscopy rule, the Menzies methods, the seven-point checklist, and the stratification of risk level. I extensively apply digital mole mapping in my daily practice to look into the mole for accurate diagnostics. Although, digital mole mapping is a relatively new method, it is strongly recommended for higher-risk patients, such as those with dysplastic nevus syndrome or with a personal and/or familial history of melanoma. The digital monitoring of moles allows for a digital video camera to take a magnified image of moles, which are stored as macro and micro images for close patient follow-up as a method to identify changes in pre-existing moles or make record of new moles. The latter will determine the need for specific follow-up treatment such as surgical excision. Therefore, this method proves to be efficient and preventative for early detection of melanoma and non-melanoma skin cancers.



FotoFinder
Dermoscope

References:

<http://emedicine.medscape.com/article/1130783-overview>

<http://www.who.int/uv/faq/skincancer/en/index1.html>

<http://dermatologytimes.modernmedicine.com>

<http://www.fotofinder-systems.com/products/>



SPOT IT to STOP IT

SPOT IT TO STOP IT!

An awareness campaign entitled "Spot it to Stop it" was held by Medicals International during the month of May to raise public awareness on this subject: what skin cancer is, how to detect it, and to how to protect yourself from it...

●●● Fotona Training with Dr. Kukovic



Joumana Redah
Junior Territory Manager
Dermatology and Aesthetics, Lebanon

Fotona is a world-leading medical laser company known for its state-of-the-art, and high-quality laser systems for multiple applications in aesthetics & dermatology, dentistry, surgery and gynecology. Fotona was the first manufacturer to introduce two complementary laser wavelengths (Er:YAG and Nd:YAG) in a single system. The Fotona Nd:YAG wavelength penetrates deep layers of

the skin for thermal treatments while the Er:YAG wavelength is ideal for ablative and non-ablative superficial treatments with its high absorption. By combining both wavelengths, a distinctive laser-tissue interaction is generated resulting in superior clinical results. Dr. Jernej Kukovic, a clinical educator from Fotona, visited Lebanon from the 18th to 22nd of September 2017. During his stay, trainings on the Fotona machines were performed in clinics for doctors including Dr. Dany Touma, Dr. Nada Soueidan, Dr. Rima Sleiman, Dr. Rami Helou, Dr. Shady Kallasy and Dr. Sara Dakhllallah.

Left: With Dr. Amany Sabbagh at Dr. Nada Soueidan's Clinic
Right: With Dr. Rima Sleiman, Dr. Joyce Azar, and Dr. Naamat Ramadan at DermaCure Clinic



Dany Touma, M.D.
President, Lebanese Society of Dermatology
Adjunct Associate Professor of Dermatology
Boston University School of Medicine
Founder, The Skin Clinic

“ The Fotona SP Dynamis is the most versatile laser I have worked with, and offers a Pandora's box of important new applications. ”



Fotona SP Dynamis

●●● MI at Regional Dermatology Congresses



Lebanese Dermatological Society



AIDA Conference



WHAT'S NEW IN

DENTISTRY

●●● This Year Was Different



Alaa Bou Hamdan,
Business Unit Manager
Dental Division

Another year has gone by, and here we meet again, in what has become a tradition for Medicals International, through our newsletter. Many people ask us why we issue this publication annually; no one else does, so why bother? It's simple really, it's because of our philosophy that comes from our foundation of being more than a company or a place to work at. It comes from us being a tight-knit family that always wants to interact on every level with our doctors and our patients alike, the same way we interact with each other. There is always a lot of talk on how markets fluctuate, some years are good and some are bad, but one thing doesn't change for us and that is the spirit that this organization was built on: human bonding - that is what defines and drives us. It is this work mentality that makes us successful year after year and that is why we are proud to announce that we are one of the few companies that registered growth in all of our dental markets, as opposed to others that are struggling with the current economic crisis. In Kuwait we have not only managed to add quite a number of new accounts, but - thanks to our amazing product portfolio and our reputation as one of the leading forces in implant dentistry - clients seek us out.

In Oman, which I find to be a very exciting, we have the opportunity of watching the Astra Tech implant business grow and flourish in an otherwise monopolized market.

This flourishing not only increases our standing in

Oman, but most importantly gives us the privilege of meeting and ultimately working with amazing people, who have the same goal as ours: to catch the train of progress and lead healthcare to new heights and horizons.



Last but not least is my homeland Lebanon, and it goes without saying that we have an amazing team, which I am honored to work with and who work tirelessly to attain one of the highest market shares of all dental companies. A quick profit is the least of our concerns, but rather, we care about being the leading healthcare provider there was and ever will be.

I would love to continue on talking about our existing thriving dental markets, and even our future dental market in the UAE and all across the reach of Medicals International. But I won't do that because as I sit down writing this piece, I can't but think about the well-oiled machine that is Medicals International. So, I thought this year I would mention and pay homage to this wonderful spirit that we operate with and this principle which we operate through. It is this spirit that makes us thrive through good or bad markets and through thick and thin and it is this spirit that can not but be reflected on our doctors, our clients and most importantly our patients. As long as we follow the mission and the spirit that Medicals International was founded upon 23 years ago, we will always find ourselves growing, thriving, adding products and recruiting new talent; that is all because of our company culture that overpowers any market factor or recession.

●●● Seeing is Believing!

Last year, Medicals International introduced KaVo, one of the leading dental manufacturers known for producing premium dental equipment, to the Lebanese market.

In the same year, a KaVo showroom was built to showcase our premium dental chairs.

Contact our Beirut office on the following number to check them out! Tel: +961 4 530630



KaVo Showroom

●●● MI Dentistry in Kuwait



Adel Hanbali
Jr. Territory Manager
Dentistry, Kuwait

This year has been a very special year for me personally as I joined Medicals International Kuwait Dental Department with a mission of maintaining our excellent reputation in the market in terms of the continuous service and support, something we always strive to provide to our valuable partners with. We are proud to say that we have built a sort of bond with our esteemed doctors thanks to our philosophy based on accessibility, communication, and most importantly trust.

Astra Tech is an implant system that speaks for itself, and in selling it at Medicals International, we all work as a team, from our managers to our sales representatives to our customer service personnel, and even to our delivery officers. With this very special team spirit we have, not only in the dental department but in all our departments, we have succeeded to prove to



Astra User Meeting Kuwait

everyone that we are capable of providing high quality service to all our doctors from the least-consuming to the most. This is Medicals International, this is how we work and this is how “We think of the patient first!”

All of this was very rewarding as we are the only company in Kuwait to receive 100% evaluation from the Ministry of Health for 3 consecutive years! This is not to mention the advanced seminar that we held with one of the biggest dental surgeons in Germany, Dr. Thomas Hanser, for our residents and for doctors in the luxurious Mövenpick Hotel. Having gotten very positive feedback, we were also requested by the Ministry to get the same speaker to give a lecture during the KDAC (Kuwait Dental Administration Conference), which we had the utmost honor of doing.

●●● MI Dentistry in Lebanon



Rebecca Aoun,
Sr. Sales Manager
Dentistry, Lebanon

Medicals International had very active and busy months and the pleasure of hosting many dental activities during 2017.

On January 20th and 21st, we took part in the 7th International Meeting of Oral Surgery that was held at the Hilton Beirut-Metropolitan Palace Hotel, where more than 250 surgeons attended the event.

On the other hand, we also had the pleasure of taking part in the 12th International scientific meeting of the Lebanese Society of Endodontology.

On the 2nd day of the event, Dr. Fabio Gorni performed a live demonstration of an endodontic procedure while using the Leica microscope.



Dr. Gorni Workshop

On February 13th, we held our Astra Study Club at Phoenicia Hotel Beirut and hosted 2 of the finest speakers: Dr. Thomas Hanser and Dr. Amine Choueiri. Dr. Hanser discussed the impact of implant design and the science and clinical innovations in maintaining implant aesthetics with a biological approach, whereas Dr. Choueiri focused on implant placement in difficult clinical situations.

The event was a real success as more than 100 doctors attended, among whom Pr. Nada Naaman, Dean of the dental faculty at USJ and Pr. Essam Osman, Dean of the dental faculty at BAU; both were moderators for the sessions.



BAU Astra Tech Implant Training



Astra Study Club



Edmond Chaptini Room at USJ
Furnished with KaVo Dental Chairs



WHAT'S NEW IN

CRITICAL CARE

●●● FLOW-i from Maquet - A State-of-the-Art Ventilator



Prof. Walid Habre, MD, PhD
Head of Unit for Anaesthesiological Investigations
Senior Consultant, Paediatric Anaesthesia
Geneva University Hospitals

Being a paediatric anaesthesiologist, I appreciate working in my routine practice with the FLOW-i anaesthesia ventilator, which allows to manage the ventilation support of premature babies as well as those of obese adolescents. Its performance, by generating a small driving pressure, can be appreciated even in the presence of increased airway resistance and/or decreased lung compliance. Since the driving pressure has been demonstrated recently as being the major factor for ventilation-induced lung injury, decreasing the peak pressure is of paramount importance in limiting shear stress and strain induced by mechanical ventilation. In this regard, there are two other features included in the FLOW-i that are extremely relevant for clinicians. Firstly, it is the only ventilator that offers security against the risk for hypoxia during low flow automatic gas control, as it automatically increases fresh gas. Secondly, it has an incorporated automatic recruitment manoeuvre software that enables the clinician to activate it appropriately to restore functional residual capacity and prevent from the occurrence of atelectasis.

Last but not least, the performance of the FLOW-i allows to apply the pressure support ventilation immediately at induction to speed up the uptake of inhalation agents. The pressure support mode also provides smooth and efficient weaning from the ventilator. This mode can be applied even with pressure regulated volume controlled mode, an optimal ventilation mode to be used under many conditions where lung compliance changes during surgery. FLOW-i is a real state-of-the-art ventilator, which is adapted to challenging patients and demanding anaesthesiologists.



Maquet FLOW-i

●●● French Lebanese Anaesthesia Congress 2017



At the MI Conference Booth



FLOW-i Workshop with Prof. Habre

Medicals International participated with a booth at the 26th Annual Congress & 19th French Lebanese Symposium on Anaesthesiology, Critical Care & Pain Management, on May 6-7, 2017 at Le Royal Hotels and Resorts, Beirut, Lebanon. As well, distinguished Prof. Walid Habre, MD gave an educational workshop on Maquet FLOW-i on both days.

●●● ArjoHuntleigh Launching

Medicals International launched ArjoHuntleigh, Integrated solutions for care of people with reduced mobility & related conditions, on February 22, 2017 at the Phoenicia Hotel, Lebanon.

ARJOHUNTLEIGH
GETINGE GROUP



Hospital Bed, Therapeutic Mattress, and Compression System



Lifter



Attendees of the Event

●●● Leica Microscopes: Premium Imaging & Ergonomics



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

Medicals International began distributing Leica surgical microscopes in Lebanon back in 2012. The geographically small market proved to be highly competitive, but that was not without sweet endings.

Leica Microscopes to this country meant facing a well-established market with a high level of education. Although not an easy task, this is exactly where Medicals International shines with its product knowledge and high-end surgical machines, proven both clinically and technologically!

That being said, Leica Microsystems, headquartered in Wetzlar, Germany, is a Danaher Corporation company and is one of the market leaders in surgical microscopy, represented in more than 100 countries.

Premium imaging meets practicality! Leica surgical microscopes are renowned for top-class imaging quality and amazing ergonomics. With Leica, offering clear and sharply focused images in microsurgery goes hand in hand with great maneuverability for the surgeon.

Today Medicals International offers Leica surgical microscopes for ENT, Neurosurgery & Spine Surgery, Ophthalmology, and Dentistry in Lebanon and Ophthalmology in the UAE.



Leica OHX for
Neurosurgery,
Spine & Plastic
Reconstructive
Surgery



COUNTRY

IN FOCUS

●●● A New Challenge... A New Journey...



Samer Yazeji,
Internal Office Manager
Iraq

We opened our office in the Iraq-Kurdistan region in August 2011 with our colleague Nassim Haddad taking the brave step to penetrate a market very rich in culture, diversity and potential.

Our first achievement was to blend in with the unique textile of the Kurdish community, which is a mixture of amazing traditions that are full of generosity and kindness, and at the same time, differentiate Medicals International as an added value organization and market leader.

We targeted the Erbil market as a first stage, and we were able to aggressively penetrate both private and governmental sectors by our professional team, high quality products, and customer service. This in turn allowed us to infiltrate the suburbs of Erbil (Shaqlaw, Soran and Hamdania) through a wave of word-of-mouth from the doctors who were impressed by our special treatments and product knowledge.

One of our breakthroughs was launching the contact lens business in a market that used to think that ophthalmic solutions were restricted to glasses. Our mission was to introduce the concept of contact lenses to doctors and optometrists who also introduced it to their customers as a life-changing experience.



The MI Iraq Team, from Left to Right: Mr. Samer Yazeji, Mr. Nassim Haddad, Mr. Martin Deeb, Mr. Allen Rafael

Our next step was to target the second largest city in Kurdistan, Suleimania, the culture capital there, which was served mainly from Baghdad. We were able to change this equation by offering distinguished types of service and high quality products. Our main challenge was to serve areas that were far from Erbil and we did this through our aggressive follow-up and a team who used all their knowledge and determination to lead the market and leave our a prominent footprint.

Our near future plan is to present Medicals International in both Baghdad and Basra and complete our journey's success to include the entire great county of Iraq.

The challenge has just begun...



●●● **MI Opens in Morocco!**

Medicals International has yet again expanded its coverage, growing its footprint in North Africa with a new office in Casablanca, Morocco.

Our new office address is: Anwal Capital Center, Office N°31, 4th Floor, 416 BD Abdelmoumen, Casablanca.



A Moroccan Landscape

●●● **Ellex Award**

Medicals International was presented with the 2017 Outstanding Sales Award at this year's European Society for Cataract and Refractive Surgeons (ESCRS) Congress.



Ellex Award for Outstanding Sales

●●● **AUB Refractive Surgery Fellowship**



AUB Logo

Medicals International now sponsors a full 2-year fellowship at the American University of Beirut, a completely new way of teaching a medical specialization never given as such before – a Fellowship in Refractive Surgery. The new fellowship will help in bridging the gaps found in the currently set curricula by redefining the way ophthalmology is taught. It is a pioneering curriculum set to be taught at one of the leading medical universities in the region.

●●● **Low Vision Public Event with Saudi NGO**

Medicals International did a workshop in Buraydah, KSA about Eschenbach in cooperation with Qassim University and "Jam'iyat El Awak El Bassari" NGO for more than 50 low vision patients. This public awareness event included presentations about the subject followed by a distribution of free low vision aids to the attendees.



The Low Vision Public Event in KSA

●●● **Lebanese University Outstanding Partner Award**



Receiving the Award

Medicals International participated with a booth at the Lebanese University Job Fair on March 14-15, 2017. The Lebanese University honored Medicals International with the "Lebanese University Outstanding Partner Award" for 15 years of continuous collaboration.



●●● MI Employee Activities



MI Training with Sharper Edge - GCC



MI Training with Sharper Edge - Levant



Friday Meetings - Lebanon



MI Day at Arnaoun Village - Lebanon



Training with Mr. Aberdeen - Levant



STAAR Training - GCC



Ziemer Training - UAE



MI Trip to Barouk - Lebanon



BLOM Bank Beirut Marathon



MI Annual Dinner - Lebanon



MI Annual Dinner - Cyprus



MI Annual Dinner - GCC



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