



**M e d i c a l s I n t e r n a t i o n a l**

# Vision With *Attitude*

## Commitments of 2006

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- First Intralase to be installed by Medicals International in the Middle East was installed at the Clemenceau Medical Center in Beirut, Lebanon.
- Launching of AstraTech Dental Implant System in Jordan.

Dear valuable customers and friends,

It is with great pleasure that I welcome you all to one of our most challenging year, 2006.

Our wishes to you for a happy, healthy and prosperous 2006 from all of us at Medicals International.

The engagement of 2006 for us is one that will mark a transition for a business built on entrepreneurial undertakings to one that is ready to keep that same "go getter" spirit and attitude but arm it with an organized structure.

Medicals International, the company you entrusted your business to in the last 11 years or so, will continue to be the same; however, the undertaking we are after is one that will strengthen our structure in customer service, administrative and financial to

enable us to grow to the heights we dream to reach with you in the future.

Therefore, I invite you all to witness a progress in the making in terms of communication, behavior, look and structure that will enable Medicals International in the years to come to partner with world best in terms of health care technology providers whilst servicing you even further.

Today's changes will surely lead to a future that is prosperous but better structured. This mission will serve you, our dearest customers, and it will surely serve the whole organization our team belongs to.

Your trust in us as a friend supplier or customer would be proven again and again to be worthwhile and our team's trust in our decisions shall be rewarding.



Walid Barake

2006 will be the year to prove this commitment to all.

Have a wonderful and most successful year,

Your colleague, partner and friend,

Walid G. Barake

President & Founder

## Keratoconus Patients First

"We Think of the Patient First" is a slogan that we live by at Medicals International.

One small, yet miserable, number of patients suffer from Keratoconus.

Keratoconus is one of the most challenging pathologies. It is a common, bilateral, non-inflammatory condition that

leads to progressive thinning with bulging (Ectasia) at the central or Para-central cornea. The cornea takes the shape of a cone, causing a progressive drop of vision. Keratoconus is estimated to affect one in 2000 people across all races. Although familiar in nature, no exclusive pattern of inheritance exists and the pathogenesis is multi-factorial and remains poorly understood. (continued on p. 6)



# Intralase: The Essential Component of Better Vision

## A Technical Perspective



Medicals International is privileged to have the opportunity to acquire a state of the art, the Intralase revolutionary technology.

This Femtosecond ultrafast laser is a highly sophisticated device representing a technological breakthrough in ophthalmology in general and in refractive surgery in particular.



### Intralase as a technology:

Intralase employs an infrared laser beam of 1053 nm wavelength. It falls in the family of Photodisruptive lasers able to separate, with high precision, corneal tissues. This procedure is managed and operated by a proprietary software that utilizes a highly focused, short pulsed laser beam able to disrupt tissues at their molecular level without transferring heat to the surrounding tissues.

The cornea is flattened using a special cone coupled to the eye by a glass positioned between laser and cornea to enable us to precisely determine and reach the set depth. Each pulse of 2 to 3 microns spot size creates a microscopic bubble of carbon dioxide and water vapor resulting in the separation of stromal tissues. Thousands of these bubbles are accurately positioned to define a resection plane, thus ending up with the planned flap.

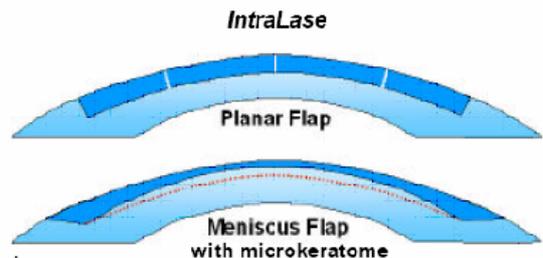
### Service requirements:

Intralase is composed of a complex optic system, energy control and safety checks that require constant control and service. Be-



Michel Kleib during his two-months training on Intralase, USA

sides the skills required by the engineer in charge and his/her total understanding of the system, a specialized tool kit is a must to enable us to complete a full check up on the technical level and to ensure clinical outcomes are safe and as predicted. Some of these instruments for instance allow the engineer to measure the ultrafast laser pulses of  $10 \times 15^{\text{th}}$  of a second speed, at a low micro joules energy level.



I have been practicing as an engineer for over 13 years during which I had the opportunity to work with various lasers. Still, I spent over 2 months at Intralase headquarters in Irvine, California, in late summer 2005, to understand how to install, commission and maintain this device. I can attest that this is the first equipment I got exposed to, which represents a challenge in terms of engineering and back up.

I am very pleased that my department at Medicals International has acquired all the necessary tools and expertise to ensure that your purchased Intralase is operational and up to the manufacturer specifications at all times.

■ Michel Kleib, Chief Engineer- Medicals International

## SEIKO is Clearly a Better Option

Spectacle wearers want to look good and see clearly. Unfortunately reflections from the front of spectacle lenses make them look 'glassy' and the amount of light reaching the eye is reduced impairing vision. SEIKO has the answer:

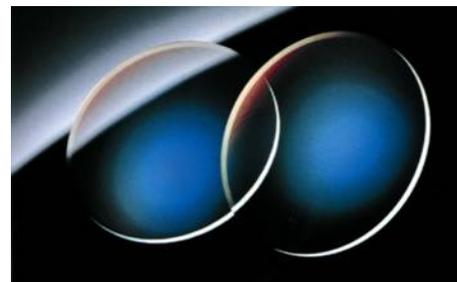
SEIKO multi anti-reflection coatings increase transmission of light through spectacle lenses to 99%, removing nearly all reflections, which increases the amount of light reaching the eye and improves vision. Spectacle

wearers who drive at night are irritated by reflections on the front and back of their lenses. SEIKO multi anti-reflection coatings remove unwanted 'ghost' images making night driving much more comfortable and safer.

Now wearers can also benefit from 'Super Clean Coat' which makes cleaning SEIKO lenses effortless.

It is no surprise to customers that a respected company such

as SEIKO makes high quality, high technology, beautiful lenses. The combination of excellent vision, good looks and durability build product loyalty and result in repeat purchases. For more information on SEIKO coatings and the many SEIKO lens products offered by Medicals Interna-



Multi Coats

tional contact Elyse El-Choueifaty at: [echoueifaty@medicalsintl.com](mailto:echoueifaty@medicalsintl.com) ■ David Nicoll - International Sales, Seiko

## Biomedics

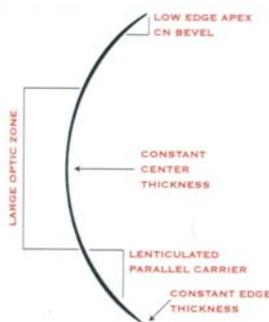
### A Patented Geometrical Shape

A patented design from Ocular Sciences, Biomedics is a spherical contact lens worn on frequent replacement basis.

Considered as one of the technologically superior line of disposable contact lenses Biomedics is distinguished by the following unique design features:

#### 1. Liquid Edge Molding

A patented fully automated design that requires no lathing or polishing and results in a high end product that provides comfort and requires no refitting time.



#### 2. Low Edge Apex – Patented Design

Allows the lens to sit low on the cornea with constant thin edges and gives more comfort to the patient due to reduced lid-lens interaction which provides less irritation and better centration

#### 3. Lenticulation

Allows the lens to hold its own shape which facilitates handling and improves tear film exchange.

#### 4. Constant Edge Thickness

Results in a homogeneous design that minimizes lid- lens interaction, providing maximum comfort.

#### 5. Constant Center Thickness

High DK/L allowing better eye oxygenation and less deposit formation, resulting in a healthier & more comfortable CL wear .

#### 6. High Tensile Modulus

Ocufileon D gives the lens more elasticity, durability, and strong matrix.



Available in 55% and 38% water content, Biomedics is certainly a design of choice! ■ Fadi Badran; Territory Manager.

## Biomedics All-in-One

Preferred by Customers, Recommended by Professionals

A patient walking into a clinic can pick up a contact lens solution that attract his attention by its shape, color, overall packaging, etc...A professional convinced of a combination of chemicals would ensure that the solution recommended meets patients' needs.

**Biomedics All In One solution with a real No Rub formula fulfills both ends.**

**Biomedics All In One**, with a Real No Rub formula, is based on a strong cleaning agent, Poloxamer 407, and an industry safe disinfecting agent polyhexanide combined with a chelating agent EDTA, insures a safely worn lens free of troubles. PVP (polyvinyl-pyrrolidone), a new generation of lubricants, cushions your contact lenses for maximum comfort.

To top it all, **Biomedics All In One** is consumer attractive with its packaging and colors. ■ Mireille Gemayel; Associate Sales Manager.

**Biomedics All in One, Real No Rub solution, Preferred by Consumers, recommended by Professionals.**



Contains a lubricant

## Activities by Medicals International

### *Bahrain*

Medicals International congratulates Dr. Haifa Mahmoud for the introduction of the Intacs as her treatment of choice for Keratoconus.

Dr. Haifa Ahmed Mahmoud is an ophthalmic surgeon running the Dr. Haifa Mahmoud Eye Specialist Center in Manama, Bahrain.



Eng. Salah Malek assisting in an Intacs operation in Dr. Hayfa Mahmoud Eye Specialist Center.



Our commitment in Medicals International to sharing knowledge, raising awareness and exchanging skills and ideas is on the run in all our offices and all the geographical areas that we are currently covering.

Here are some activities where the team of Medicals International was engaged in to carry on with our mission of skill transfer & other relevant scientific and specialized courses

### *Kuwait*



The 10 ophthalmologists performing ICL wet lab in Kuwait under the supervision of Pascal Aeschlimann from STAAR Surgical AG.

Many activities are being held in Kuwait, one of which was the ICL seminar given in the Kempensky Resort. Our team in Kuwait welcomed Mr. Pascal Aeschlimann from STAAR Surgical, Switzerland who presented ICL and conducted a certification course and wet lab for the present 10 ophthalmologists. The meeting proved to be a success. A seated dinner was served afterwards.

### *UAE, Dubai*



Top: Miled Rahi presenting  
Down: the attendants in Al Ain



Al Ain seminar was an event with a particular importance. It grouped over 50 opticians and optometrist gathered to know more about the Bio-medics line and Trikolor.

The presentations were given by Salah Malek, Managing Director of Dubai Office and Miled Rahi, Jr. Territory Manager. The full presence of all Doctors and Optometrists ended with a very interactive seminar where all participants benefited from and enjoyed their evening.

### *Qatar*

Dr. Pierre Mardelli, Qatar, joined the Intacs user by adding the Intacs to his treatment kit.

The pictures show Dr.



Mardelli during his live training on Intacs. The training was, of course, provided by our specialist and top-skilled Vice President, Surgical; Salah Malek at Dr. Mardelli's Clinic in Qatar.

## Activities by Medicals International (Continued)

### Kingdom Of Saudi Arabia

#### Jeddah; Al Saggaf Training:

Under the hospice of Al Saggaf Ophthalmic Clinic, Medicals International- KSA was proud to sponsor a technical training for a group of optometrists and practitioners in the area. The training, provided by Dr. Saggaf and Medicals team, Paul Baaklini and Fadi Badran, consisted of two technical presentations on contact lenses and Edge III features in addition to a sales technique course, in which the attendees participated in a role play to practice various techniques for handling objection.



Top: Dr. Saggaf presenting  
Down: Paul Baaklini, Sales Manager



Top: role play with the help of Paul  
Down: Fadi Badran, Territory Manager



#### Al Madina;

Al Madina tutorial was as expected by all, a gathering in which Optometrists and practitioners meet with each others, participate in various educational exercises, share knowledge and come out with a new approach to improve contact lens retailing. MI team in KSA sponsored & organized this tutorial. The presentations that were conducted by Paul Baaklini and Fady Badran supported by Ali Shehadeh, Territory manager in Madina, who played an important role in putting together this event.



The attendance in Madina



Role Play between attendants



Fadi Badran answering questions

## Advanced Implant Surgery Course in Denmark

Astratech and Medicals International had the pleasure to invite a team of five experienced dentists, accompanied by Ghada Achkar, Territory Manager for the dental line, to participate in an **Advanced Implant Surgery** course with focus on **“Minor Bone Grafting Procedures”** in Copenhagen, Denmark.

The course was held at Dr Sten Isaksson and Dr. Jonas Becktor clinic, on the 10<sup>th</sup> and 11<sup>th</sup> of November 2005 and given by them. Dr Isaksson is a DDS, MD, PhD, oral and maxillo-facial surgeon, clinical director,

maxillo-facial unit, Central Hospital, Halmstad, Sweden and Dr Jonas Becktor is a DDS, oral and maxillo-facial surgeon, consultant, maxillo-facial unit, Central hospital, Halmstad, Sweden and clinic of oral surgery and orthodontics, Hellerup, Copenhagen, Denmark.

It included lectures and live surgery on various bone grafting techniques for general dentistry, implant surgery in grafted bone, as well as research and studies on implants and bone graft.

The course was sponsored by

Astratech and Medicals International. This exercise highlights both companies' common goal in establishing a stronger ground for dental surgery understanding and practice in the region. It also emphasizes on our commitment toward our valuable users and professional customers.

Medicals International and Astratech will always be committed to the highest levels of practice and expertise, and look forward for future collaboration with every dental implant practitioner.



Live Astra Implant Surgeries



## Supplier's Corner

### PFÖRTNER: A World Renown Leader and Specialist in Cosmetic Tints For Contact Lenses.



Our company was founded in 1943 by Mr. Klaus Pförtner, a pioneer in the contact lens field.

For more than 60 years, we have been supplying practitioners in South America and other areas of the world with highly precise custom made lenses.

The partnership between Pfortner and Medicals International dates back to late 1995.

Today we are producing, in our modern plant, over 800,000 lenses per year. These contact lenses are made out of excellent and proven raw materials in spheric, aspheric, toric, and opaque tinted designs, manufactured with the latest CNC generators. We put great pride in our quality control, fully inspecting each finished lens.

All our products have been ISO 9001:2000, ISO 13485:2003 and CE Mark certified.

Over the last 10 years we have become suppliers of finished and semi-finished contact

lenses to distributors and manufacturers located in 26 countries, who were able to successfully introduce these products, mostly under their own brand names.

Out of our own experience as manufacturers and fitters, we have learned a lot about the psychology of the patient. We know how important it is to have all parameters available: base curves, diameters, powers and colour shades to satisfy the customer. We have also learned to produce good quality in a cost effective way and the present international economical situation allows us to offer high quality at excellent prices. ■ Max Pfortner-International Sales, Pfortner

## Keratoconus Patients First... (Cont'd)

(continued from p. 1)

Clinically, keratoconus starts as subtle irregular astigmatism, which often starts at puberty, and usually progresses over time leading to rapid deterioration of Vision.

Severe corneal astigmatism and corneal scarring are not uncommon in keratoconus and they are the leading causes of corneal graft in keratoconus.

Although this category of patients is small in number, yet Medicals dedicated the time, resources and necessary human assets to finding optimal clinical solutions for them.

Medicals International works with the Rose K Lens System from New Zealand for early and moderate cones developed by Dr. Paul Rose, O.D. the system consists of a unique pattern of spherical cuts lathed on the back of an RGP lens which end results in an optimal fit on unpredictable topographies; common among keratonic eyes. This optimal fit provides good tear film exchange for a comfortable and healthy wear.

Dr. Shridhar S., O.D. of Sight Savers in Dubai has been using the rose K system and here is what he had to report;

"Through 18 years of practice, I encountered various difficulties when fitting cones; like chair time and lens inconsistencies along with patients discomfort. At the end of each fit either the patient compromised on his comfort or as a professional I settled with a lesser than I would have loved to see as a fit. Today and since I

started working with Rose K 6 years ago I have hundreds of patients on this system and I can attest that this is best lens to prescribe for keratoconus".

Dr. Shridhar gladly commented.



Intacs Rings

Medicals International also provides a surgical solution for the treatment of Keratoconus, "Intacs". These thin prescription inserts are designed to treat Keratoconic eyes that are contact lens intolerant or moderate to advanced cases where a fit of a contact lens is not possible.

Intacs surgery does more than visual rehabilitation; it stabilizes the cornea and halts the progression of the keratoconus disease and helps to delay or possibly eliminate the risk of corneal graft procedure. According to Elias F. Jarade, M.D., FICS; "Intacs surgery reduces corneal coning, improves vision, and most importantly, provides biomechanical support to the cornea which halts the progression of Keratoconus".

Dr. Jarade adds; "I do recommend Intacs to patients with mild and moderate Keratoconus especially when they are contact lens intolerant".

"Intacs is the most innovative ophthalmic tool of the past decade" said Dr. Jarade. "I have pioneered the IC-LASIK procedure

(combined Intacs and LASIK) to treat cases that are not amenable to conventional LASIK. In such combination, Intacs inserts help to decrease the amount of tissue ablation by correcting a significant part of myopia, they improve the quality of vision (decrease the high order aberration), and most importantly, they provide biomechanical support to the cornea which prevents the development of corneal Ectasia after high myopic LASIK ablation".

On behalf of Medicals International, I would like to thank both Dr. Shridhar and Dr. Elias Jarade for contributing to this article. Please find below their contact for further info.



**Shridhar S;** D.Opt; Optometrist/Managing Director- Sight Savers Optics LLC, Dubai. Tel: 00971-4-3441711

**Elias F. Jarade, MD, FICS.** Ophthalmologist, Cornea and refractive surgery specialist, Fellow of Harvard Medical School- Cornea and Refractive Surgery Services, International Medical Center, Dubai-U.A.E., Department of ophthalmology, International Private Hospital, Dubai-U.A.E. -P.O. Box: 914, Dubai- U.A.E. Tel.: +971-4-344 1142 . ■ Salah Malek-V.P. Surgicals



## Employee of Quarter III

It is with great pleasure and enthusiasm that we would like to announce Wadad Barake as the selected Employee of the Quarter in Medicals International. Wadad (known as "Dodo" by all of us) is one pillar of Medicals International. She was one of the first 4 employees to start working in Medicals and for 11 years, she made it her life. Dodo today is the Customer Service Manager in Beirut Office, supervising 6 team members, and handling one of the most stressful jobs. Her commitment extends beyond serv-

ing our valuable customers, she's as well always there for all her colleagues, friends and team members in the company.

Surely Dodo deserves to be nominated as the Employee of the Quarter. Beyond her unlimited devotion to the company and strong commitment, during this summer of 2005, Dodo was covering two full shifts, everyday, for 3 complete months, working from 7 a.m. till 9 p.m. all week, processing more than 150 or-

ders per day, with minimal assistance, as her customer service officer had to leave urgently due to health problems. On top of this, Dodo was able to train a new Customer Service Officer "Rasha Laham" while all our customers were serviced .



We remain indebted to Dodo's endless contributions to enhance our well being & bring forward Medicals International's mission.

## Office ID...

### Medicals Office in Egypt

The office started its operations in 1998. At the beginning covering only a small part of the land of Pharaon and quickly expanding to cover all parts of Egypt.

The team in Egypt currently consists of 21 team members, dealing with contact lenses, surgical consumables & capital equipments. The team includes MD, engineers, pharmacists and business graduates, all well-trained and committed to serve our customers in the most qualified and professional way.

✉ Egypt, 7, Al Zahraa Strt, Dukk, Giza  
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 📠 20 7496509  
 Email: medicals@menanet.net

Medicals International office in Egypt is considered our gate to the rest of the African countries and new territories soon to be invaded.



Sherif Mamdouh; Sales & Marketing Manager



Ahmad Tabaga; Associate Sales Manager



Ramy Nassim; Territory Manager, Contact Lenses



Abdel Aziz Saad; Territory Manager, Surgicals



Ahmad Serhan; Territory Manager, Surgicals



Sameh Makram; Territory Manager; Contact Lenses



George Asaad; Territory Manager; Surgicals



Hossam Hamdy; Territory Manager; Surgicals



Magdy Abdelhak; Territory Manager, Surgicals



Mona Farah; Internal Office Manager



Rania Magdy; Customer Service Officer



Ahmad Hassan; Customer Service Officer



Wagdy Kamel; Accountant



Moheb Guirguis; Accounts Receivables Officer



Ala' Mahmoud; Delivery Officer



Atef Youssef; Storekeeper



Fahmy Ishak; Delivery Officer



Ibrahim Lamhi; Delivery Officer



Attia William; Delivery Officer



Ishak Hanna;



Eid Refaat Eid, Delivery Officer

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



## Meet Us Better...

### A Trainee's Perspective

*This is exactly the kind of job I was looking for. This was what I said to myself after almost one month of training with Medicals International. I joined the company team in October this year after careful considerations of what kind of job I am going to have when I left my old job. What I was looking for was a new challenge, a professional environment and an excellent career. And this is exactly what I got!*



*Since the first day I came to Beirut, I felt the supportive environment from all the employees. And when I started my training in the office I was really excited about the assigned responsibility of launching the AstraTech Dental implant system in Jordan as I knew how challenging and competitive it is going to be.*

*My stay in Lebanon is one of the experiences I will never forget, and I have to admit that the training am having with medicals is one of the most effective and useful trainings I have ever had. It will make me more qualified than I could have ever expected. I will make sure to use all my skills, knowledge, and experience to transform it into fascinating results in Jordan....*

*I would like to add that when you decide to work as a sales person it is really important what kind of product you are going to present to the market and in which way. I am proud of the AstraTech Dental Implant system and am proud to be working for Medicals International.*

*Special Thanks to Walid, Tamara, Ghada, Rita, and of course the sales team.*

*By Diala Khoury, Jordan*

### Personnel Corner

There are plenty of activities to be done in Egypt, and our team is not missing the opportunity. Whether outdoor or indoor, intellectually or physically challenging, any activity that would relax our colleagues and bring them closer together is welcomed and encouraged.



Some members of the Egyptian sales team at Medicals Exhibit.



Cairo team off-roading... resting and enjoying the warm sun of

