



VISION with ATTITUDE

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●●● A WORD FROM THE FOUNDER

A New Era in Medicals International History



The Middle East region is once again making headline news unfortunately with Stone Age terror stories and instability that are creating quite a negative environment around us. Yet this part of the world still brings me incredible hope for a brilliant future. The success stories of cities such as Dubai and Doha making it to global stage, the resilience of the Cypriots and Cyprus making a strong comeback after the economic topple-down a couple of years ago, the ongoing survival of Beirut, the incredible expansion plans in Riyadh and Jeddah, and the strong intellectual contribution of Egypt bring me great hope of a future still in the making - around me and in every country we cover in the region.

In the middle of all of this, our team remains focused on the job. Our Internal Organization is being structured by some solid intellect to ensure we deliver on the promises our revenue team commits to. The Sales Organization has many new dimensions to help us address the growing product line that we carry. Today we approach a partner customer with a team of very well-trained salespersons, we qualify challenging cases by involving the highly talented and equipped engineering and clinical application champs, and we engage finance and internal teams to ensure we deliver projects that have optimal clinical and financial outcome.

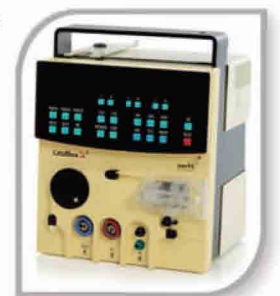
We live in a fast-forward industry and region where local distributors who were able to make it in the past with good connections and some friendships would definitely need to revamp their infrastructure. They also need to further their strategies to address issues beyond advanced customer service. Tomorrow's local/regional organizations would definitely need to conform to high business ethics practices and must address social and environmental responsibilities on an advanced scale.

Welcome tomorrow, we are as ready as ever, to embrace the future with a great positive attitude and excellent business practice. Your trust is surely well placed.

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

●●● CataRhex 3® from Oertli® Receives FDA Clearance

Oertli®, the number one among specialist manufacturers of phaco machines in Europe is making it big in the West! The Swiss company has received FDA clearance for its latest yet edition of the portable Catharex 3® phaco device for cataract & glaucoma surgery. This marks a huge milestone for Oertli, one of our oldest partners that today holds 350 systems in our market. Oertli is the leading brand of phaco and vitreoretina in the Middle East markets, and now the West is set to discover the ingenuity behind this exclusively phaco/vitreoretina-focused company.



Medicals
International

www.medicalsintl.com



WHAT'S NEW IN

Vision Care

●●● Biofinity® toric

New generation toric contact lenses



Stephanie Saade
Jr. Territory Manager
Vision Care - Lebanon

Medicals international has always promised to deliver the utmost quality; and with Coopervision's new Biofinity toric lens, a whole new definition of premium toric lenses was created. With its exceptional silicone hydrogel material and remarkable multifaceted design, Biofinity toric sets a new standard in the world of contact lenses.

Premium features

Material

Biofinity toric combines the latest generation silicone hydrogel material with an optimized lens geometry to bring you the best there is in a comfortable and refreshing fit.

The Biofinity family of third generation silicone hydrogel lenses are made with Aquaform Technology™, which creates a naturally wettable material with no use of any artificial coatings or wetting agents for optimum moisture and comfort.

In addition, this technology is based on long chains of silicone that provide exceptional oxygen transmissibility and an impressively low modulus for a healthier cornea, making the Biofinity toric a great solution for an extended continuous wear of up to 7 days.

Design

This unique lens comes with the ultimate toric and ballast design featuring:

- A Horizontal ISO Thickness, providing lens stability with no rotation, resulting in great quality of vision
- A constant ballast across the power range and a wide and consistent ballast band that increases the area devoted to stability
- A very smooth continuous surface that helps in providing unique all-day comfort



Optimized toric lens geometry

Product of the Year Award



With its recent introduction in Lebanon, Cyprus, and a majority of the Gulf countries, Biofinity toric has taken over the market already and its features have surely not gone unnoticed. Biofinity toric was chosen Product of the Year by local users in the UAE, an asset that holds valid for the entire Gulf region and North Africa.

The Product of the Year award is a prestigious prize attributed to innovative products in the FMCG sector through independent consumer surveys. Each year, the largest companies participate and products featuring unique innovations are recognized. With frontline features like supreme silicone hydrogel lens material and ultimate stable design, what more really is there to expect?



Sleiman Al Banna
Product Manager
Vision Care - KSA

Medicals International held an optometry event in Riyadh with acclaimed optometrist and inventor, Dr. Paul Rose. On the course of two days, Dr. Rose shared his expertise with the optometrists at the King Khaled Eye Specialist Hospital (KKESH), a tertiary care ophthalmic facility operated by the KSA Ministry of Health (MoH). The renowned optometrist gave a small lecture on the Rose K2 XL with case discussions and fitting sessions, followed by a board meeting with a presentation of the Rose K2 product line in the evening. The next day, additional fitting sessions were carried out on three patients at KKESH.

With the ingenuity behind the Rose K2 XL, the fittings – two of them on corneal ring patients - proved each to be a success story of its own. Rose K2 XL lenses provide full clearance off the corneal rings and thus reduce the sensation of the rings present in the eyes making for happy comfortable patients. The key is to have clearance at the highest point on the cornea and no touch, at all times minding the steepness in order not to go too high as this would increase pooling which would lessen visual acuity. The best results come from keeping the lens in the patient's eye for at least 10 minutes in order to achieve the right clearance, as was demonstrated by Dr. Rose on one of the patients.

When it comes to the edge lift for the Rose K2 XL, patients should always have a sensation of the lens especially during fitting. This ensures comfort on the long term and a lack thereof can signal that the edges are too tight despite the initial comfort that the patient might report. A yellow (Wratten) filter is recommended to be used to increase contrast. As Dr. Rose recommended, it is not a problem to have asymmetry in the edge lift as long as there is good lens movement.

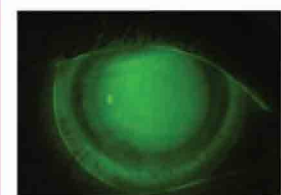
Dr. Paul Rose also noted the importance of the use of non-preservative saline as well as the avoidance of all-in-one solutions which might cause preservative-linked allergies, eventually decreasing wearing time.

An important advantage of the Rose K2 XL is the toric front surface. Lots of patients will still show residual astigmatism after the right fit is achieved, so the addition of a toric surface will help give a more ideal visual acuity (VA). The toric front surface won't cause fitting problems with this lens because its diameter is big, making it less likely for the lens to move down.

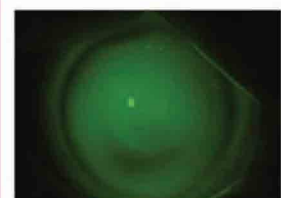
With a DK of 165, Menicon Z is the perfect lens material to make up the Rose K2 XL. Dr. Paul Rose confirmed that the lens is indicated for patients with keratoconus, corneal grafts, corneal rings, post-LASIK ectasia, pellucid marginal degeneration (PMD), and dry keratoconic eyes.



Rose K2 XL on the eye



Ideal fit under fluorescein



Ideal fit on corneal rings

About the Inventor



Dr. Paul Rose, a New Zealand-based optometrist, is the inventor of the revolutionary Rose K contact lens line. A long-time staple among optometrists in training and an internationally-prized brand, the Rose K line features specialty contact lenses covering management of a variety of eye conditions ranging from mild keratoconus to PMD.

On June 7, 2014, Dr. Paul Rose was the proud recipient of the prestigious BCLA Industry Award for his continued entrepreneurial work in contact lens science, research, and technology.



WHAT'S NEW IN

OPHTHALMOLOGY

●●● Presenting the **SCHWIND AMARIS®**

The crown jewel among excimer lasers

SCHWIND is a family owned ophthalmology-dedicated company founded in Germany in the mid-20th century. They are one of the biggest and most successful worldwide innovators of excimer lasers and invest most of their R&D in their development. This makes SCHWIND one of the worldwide leaders in this regard with more than 1000 lasers sold globally.



Marwan Hindi
Regional Sales Manager
Ophthalmology

The AMARIS from SCHWIND is the market leader and the real crown jewel among excimer lasers. It has the newest technology in most of the main technical specifications, some of which are listed below:



AMARIS comes in 500E, 750S, and 1050RS



Height adjustable high-end microscope



Up to 90° swivelling patient bed

1. Frequency: AMARIS comes in 500 Hz, 750 Hz and 1050 Hz frequencies to suit every surgeon's need. The 1050 Hz model is the fastest and most precise excimer laser in the world right now.
2. Eye Tracker: One of the fastest eye trackers in the industry which is faster (in the 500 and 750 models) and equal (in the 1050 model) to the laser's frequency. This helps make the treatment of utmost accuracy. It also comes with a fast response time of 3 ms in the 500 model with a 5D eye tracker (including cyclotorsion control).
3. Spot Size: AMARIS has the smallest spot size of 0.54mm for the finest treatment.
4. Fluence: Makes the laser automatically do 80% of the treatment in high fluence for great speed and then fine tune with the remaining 20% in low fluence. This gives the AMARIS an unprecedented quality of stromal bed while maintaining a high speed, without compromises.
5. AMARIS is the only "true" 500 Hz laser due to intelligent thermal control; no shots are blocked.
6. AMARIS is the only system capable of doing TransPRK, which reduces the human error margin with the laser ablating both the Epithelium and the corneal tissue to correct refractive errors.
7. AMARIS treatments are always aberration-free. Corneal customized treatments and ocular customized treatments can also be done.
8. AMARIS comes with a Leica microscope and has a wide range of possible accessories such as slit lamp integration, video camera, a special online pachymeter, and even a cross-linking machine for surgeons treating keratoconus with the laser.

The SCHWIND AMARIS laser platform is fully packed with unique features enabling surgeons to provide their patients with better and safer results. In my practice, TransPRK has particularly shown to dramatically relieve patient anxiety intraoperatively, shorten the discomfort period postoperatively, speed up visual recovery rate, and significantly decrease epithelial erosions. In patients with irregular corneas, such as keratoconic or post-keratoplasty eyes, TransPRK yields clearly better visual outcomes compared to PRK with alcohol or mechanically-assisted epithelial removal.



Shady T. Awwad, MD

Associate Prof. of Ophthalmology, Director of Refractive Surgery Division, AUBMC

●● Emirates Protocol, Dr. Safwan Al-Bayati

Keratoconus treatment by simultaneous high-tech-laser solution and accelerated $18\text{mW}/\text{cm}^2$ collagen cross-linking



Dr. Al-Bayati using the AMARIS

Purpose: To assess the effectiveness of Emirates Protocol in keratoconus treatment.

Method: 40 progressive keratoconic eyes underwent Emirates Protocol using high-tech-laser with an aspheric transepithelial topographic aberrometric customized guided PRK laser guided by corneal High Order Aberration (HOA) Management with 2 modules (Refractive & Pyramid) to select the clinically significant HOA and the best refractive error within constraints (0.75D sphere, 0.75D Cylinder) as refractive residual which was selected by surgeon to prevent any hyperopic shift. HOA Management incorporated HOA and refractive error algorithmically taking into consideration: the optical zone to cover the outer border of the cone and the resulting thinnest point to not be less than $300\mu\text{m}$ post treatment. Laser treatment was immediately followed by accelerated collagen cross-linking with Riboflavin 0.1 % drops every 2 minutes for 20 minutes then exposure to mean of 365 nm ultraviolet light at $18\text{mW}/\text{cm}^2$ for 5 minutes. Pre & Post operative evaluations included: manifest refraction, topographic-tomographic corneal map, anterior OCT, and slit-lamp examination of the corneal clarity with minimum follow up of 24 months.

Results: 38 treated eyes showed rapid healing of epithelial surface within one week, 2 eyes showed delayed healing within 4 weeks, and 38 eyes showed gradual vision improvement within the first month. The improvement in Uncorrected Distance Visual Acuity and Corrected Distance Visual Acuity was very clear in the first 12 months, with very slight improvement till 24 months. The 40 eyes were stable up to 24 months.

Conclusion: Emirates Protocol is an effective therapy that regularizes the ectatic corneal surface and reduces spherical equivalent and corneal HOA in a remarkable way to improve the visual function of progressive keratoconic eyes without overcorrection or increase of existing myopia.

●● ANGIOVUE from Optovue Innovation pushed to its boundaries



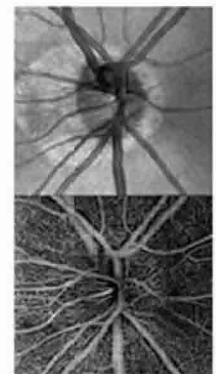
Jad Nasr
Regional Sales &
Product Manager
Ophthalmology

One of the leading companies solely focused in manufacturing and marketing OCT devices is an American company called Optovue. Optovue, composed of pioneers of optical coherence tomography and assisted by a scientific and medical advisory board, have led the company to international dominance. With the vision to distribute innovative technology to improve the healthcare division throughout the Middle East and surrounding regions, Medicals International would like to present to you the world's first AngioOCT device from Optovue called AVANTI with the following features:

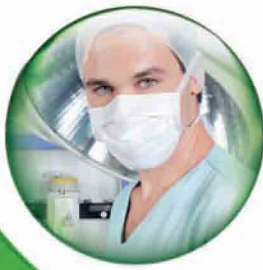
- Largest normative database ($n > 1000$) by age, disc size, and gender
- Eye Tracker to ensure better image quality and repeatability
- Full 6mm corneal pachymetry mapping
- 5μ optical depth resolution (3μ digital resolution)
- Wider scan length than any device on the market (12mm , shows ONH and macula region in one scan)
- Latest generation ant/post Fourier-Domain OCT ($70,000$ A-scans/sec) with enface and 3D imaging
- MTS (Motion Correction Technology) selects images with least difference to present
- DPI (Deep Choroidal Imaging) 3mm depth scan allows more retina viewing
- ETM (Epithelial Map) 6mm diameter to evaluate potential keratoconus patients, planning of LASIK/LASEK/PRK, tracking the epithelial re-growth, dry eye patients, and CL patients
- TCP (Total Corneal Power) provides accurate measurements of corneal power for post-refractive patients (5μ resolution OCT vs 15μ Scheimpflug system). Special OCT IOL formula is available.



AVANTI with high resolution angiographs



NEW!! AngioVue imaging system uses a split-spectrum amplitude decorrelation angiography logarithm to provide angiography-like OCT images



WHAT'S NEW IN

CRITICAL CARE

●●●SERVO-U™ : The New Power of You

Change the way you look at life support devices



Nathalie Antoun
Sr. Territory Manager
Product Specialist
Critical Care

Overview

The SERVO-U from MAQUET is the newest ventilator in their ventilation portfolio. It was launched in January 2014 in the Middle East. A big accomplishment was equipping Cleveland Clinic in Abu Dhabi with 51 ventilators.

SERVO-U is the next step forward in making protective ventilation more understandable, accessible, and easy to implement in intensive care units.

Features

A mechanical ventilator with incomparable speed in sensing and control; a highly intuitive touch screen; context-based views; dialogues and recommendations with carefully-placed shortcuts, any of these advantages alone is reason enough to take a closer look. Having all of them combined ensures a secure investment for the next decade.

SERVO-U offers:

- Tools to truly synchronize by means of NAVA as a natural physiological approach to trigger and support ventilation
- On-screen tutorials, context-based guidance, therapeutic workflows, and intuitive user interaction for all functions
- A comprehensive package of tools for all patient categories
- Upgradeable platform that grows with your needs
- Support for ARDSnet strategies
- Decision support with the help of Edi
- Inspiring confidence and informed decisions at bedside
- Tools to help you evaluate the patient's conditions
- Optimized alarm management
- Performance from day one with scalable services
- Ergonomic design providing flexibility
- Interchangeable product modules



SERVO-U from MAQUET

“We’ve found that the ventilator is very easy to learn and use. We started using it after a 10-minute tutorial, and we didn’t need anything more than that. Our impression is that it is very easy to access, and easy to change between modes.”

**Dr Martina Healy,
PICU Medical Director
Our Lady’s Children’s Hospital, Dublin.**

SERVO-U: Part of a groundbreaking ventilator family



Customizable screen view

The SERVO-U is based on the SERVO legacy of 40 years of innovation and leadership in ventilator development. Physicians, respiratory therapists, nurses and biomedical engineers from all over the world have helped in building it. This platform will forever change the way you look at life support devices!



●●●Dental Department Gets Busy

An event-packed season for the Dental Department



Rebecca Aoun
Sales Manager
Dental

ASTRA Users Meeting

September 2014 was quite a busy month for the dental division at Medicals International. We organized our very special ASTRA Users Meeting on the 10th of September at the Hilton Metropolitan Palace hotel in Beirut where we had the pleasure of hosting one of the very well-known international dental surgeons, Dr. Pascal Valentini.

Dr. Valentini is program director of the European postgraduate oral implantology program at the University of Corsica in France and the University of Liège in Belgium, and assistant professor of implant dentistry at Loma Linda University in California, USA. His lecture was about patient selection in maxillary sinus lifting.

Dr. Valentini's lecture was followed by another one by Dr. Georges Eid (D.D.S. Private Practice) about socket preservation or immediate implantation in daily practice. The event gathered more than seventy ASTRA users including Prof. Nada Naaman, Dean of the dental faculty at St. Joseph University, Lebanon and Dr. Carole Chakar, Head of the Lebanese Periodontology Society, who acted as moderators for the sessions. The lectures were followed by a nice dinner at the Venezia restaurant at the hotel.

Beirut International Dental Meeting - BIDM

Another important event was our participation in the Beirut International Dental Meeting (BIDM) which was held at the Biel exhibition center in Lebanon on the 11th, 12th and 13th of September. As every year, Medicals International participated with a booth and supported the meeting organized by the Lebanese dental syndicate by sponsoring an international speaker.

This time, we had the pleasure of sponsoring two lectures by Dr. Pascal Valentini along with a workshop on the management and prevention of complications in the maxillary sinus. Around twenty participants took part in the highly informative workshop.

Last but not least, as part of an initiative for awareness and knowledge on scientific advances, Medicals International participated in the laser course at the BIDM pre-congress offered at the St Joseph University. The theoretical lectures were followed by a hands-on training by Dr. Karim Corbani on our Fotona LightWalker laser system. The participants had the chance to work closely on the device and to experience its fast and efficient speed of ablation and top performance.



ASTRA Users Meeting and handing of awards to Dr. Pascal Valentini and Dr. Georges Eid

MI booth at the BIDM



WHAT'S NEW IN

AESTHETICS

●●●MI at the 9th Annual Congress of the Lebanese Dermatological Society

An active booth at the congress

Medicals International was present at the 9th annual congress of the Lebanese Dermatological Society. The congress was held at the Phoenicia Hotel in Beirut from the 12th till the 14th of September under the patronage of the Minister of Public Health, Mr. Wael Abou Faour. During the congress, we had the opportunity to exhibit our latest products including the NeoGen plasma technology from Energist Medical Group. This unique device is the only system for skin rejuvenation based on plasma energy, and can be used for all indications in this category including perioral and periorbital wrinkles, as well as acne scars.

More than 50 doctors visited our booth eager to hear about our products, which we also had the privilege of featuring in more than one lecture presented by leading physicians in the dermatological field. Once again MI proves that its reputation precedes it!



Lama Labaki
Territory Manager
Aesthetics - Lebanon



MI booth at the LDS congress

●●●Introducing FotoFinder®

Global pioneer and leader in skin imaging



Medicals International recently partnered up with the Global leader in medical photography - FotoFinder Systems - to bring you the first system in the world for total body mapping and skin cancer prevention. This German, family-owned company has led the way with pioneering aesthetics and skin cancer diagnosis medical imaging systems which today have become industry standards.

Of increasing importance nowadays is the comprehensive monitoring of patients at risk of skin cancer. Among the different FotoFinder systems for digital aesthetics, dermatoscopy, and body mapping is the state-of-the-art Bodystudio ATBM®. A world first, this device positions a camera automatically to photograph the patient from head to toe, producing brilliant-quality images in a minimum amount of time for medical diagnosis and documentation.

●●●Trainings at MI

A hands-on approach

Medicals International is dedicated to patient safety across its departments and as part of its continuous learning activities, holds trainings for its sales teams to ensure that concern is always met with certitude. As such, Medicals International held trainings in dermatology in which local and regional salespersons participated.

The Energist training on the NeoGen and UltraPlus VPL was conducted on June 4-6 at our Beirut office. The training gave attendees a comprehensive overview on the products and their applications along with hands-on treatment demonstrations essential for safety and application skills.



Training on the NeoGen system by Energist



PRODUCT

IN FOCUS

●●● Introducing **ESCHENBACH**

The German low vision aid giant



Sleiman Al Banna
Product Manager
Vision Care - KSA

Visual impairment, which may be defined as blindness or low vision is one of the most common disabilities around the world. According to the latest WHO report, 285 million people are estimated to be visually impaired worldwide.

MaxTV



Although the incidence of low vision in the Middle East is high in general, the medical care sector dedicated to managing it is still weak and hasn't yet reached the recommended levels of availability. A big portion of the society in the Arab world is still unaware of the existence of low vision aids and their possibility to provide a better quality of life for them or their family members.

In response to this, Medicals International is happy to announce the launching of the ESCHENBACH Low Vision Line in the KSA. ESCHENBACH low vision aids offer optical magnifiers, electronic vision aids, filters, and telescopes aimed to provide better vision for reading, watching television, and orientation.

EasyPocket



ESCHENBACH is the world market leader (>65 % market share) for analog and digital magnification products distributed to eye care professionals (opticians, optometrists, and ophthalmologists) and specialty clinics.

In order to fill up the gap in the management of visually impaired patients especially those with low vision, we started our partnership with the various hospitals and clinics involved in this domain. King Khaled Eye Specialist Hospital (KKESH) is one of our main partners in the KSA, where they are committed to developing their low vision line by establishing a full low vision center and organizing related events and seminars. Our plan is to extend this partnership to the rest of the medical centers and hospitals in the KSA.

MaxDetail



ESCHENBACH provides high quality products of which 95% are developed and produced in Germany and subjected to very precise quality control. ESCHENBACH products are developed to cater to the needs of the patients by providing them with the absolute premium in function, design, quality, price, and innovation.

On October 30, 2014, Sur Hospital hosted the National Symposium on Low Vision sponsored by the Oman MoH, which was attended by more than 120 ophthalmologists and optometrists from the GCC. MI held a big role in this conference, where Sleiman Al Banna, MI Vision Care Product Manager for KSA, gave a presentation on ESCHENBACH and the diverse solutions that it could provide.

Sleiman also gave lectures on ESCHENBACH to King Abdulaziz University Hospital (KAUH) and King Khalid University Hospital (KKUH) staff on October 21, 2014 with an ESCHENBACH workshop also conducted at KAUH on November 18, 2014.



COUNTRY

IN FOCUS

●●● **Medicals International UAE**

The performance driver of the Gulf area



Edmond Bassil
Manager,
Finance and Legal
GCC (Outside KSA)

UAE has a strategic location with a strong economic outlook, state-of-the-art infrastructure, and a world-class business environment. Furthermore, the government encourages business and commerce by maintaining liberal standards. On top of this and most importantly, UAE is distinguished by a high rate of political and social stability.

Medicals International has been operating in the UAE since 1997, and is growing year after year. Our main goal is to cover our clients' needs by offering them a wide range of services with a high level of excellence and professionalism, and in turn we needed a new office to better evoke this image. We therefore designated our newly established office in **Boulevard Plaza Tower 1, Suite 3103 in Downtown Dubai** as Regional Office for the GCC. This new office with an astonishing view of Burj Khalifa – the tallest man-made structure in the world - just a walking distance away, took us almost one year to set up. Every small detail in terms of design, furniture, and layout, was customized in a way that reflected our mission and image.

The new office is part of our initiative to expand our footprint across the area in order to provide local support in every country in the GCC. Moreover, we aim to establish round table discussions and seminars with our clients to enhance our continuous support for them.

An office is nothing without its dedicated staff and as such, we built our Regional Team which includes Sales Managers for each division, a Director of Clinical Application and Service, and Finance and Legal Managers. The role of our Regional Team is to facilitate communication between the MI offices in the GCC region, and identify and analyze their needs, challenges, and opportunities.

In conclusion, I am positive that the international standards of work in the UAE would allow us to move forward by leveraging competences, human resources, capital, and an inspiring workplace. The new MI regional UAE office will be the performance driver of the Gulf area!



Clockwise: Boulevard Plaza Towers, office view of Burj Khalifa, perspective view inside office, meeting room

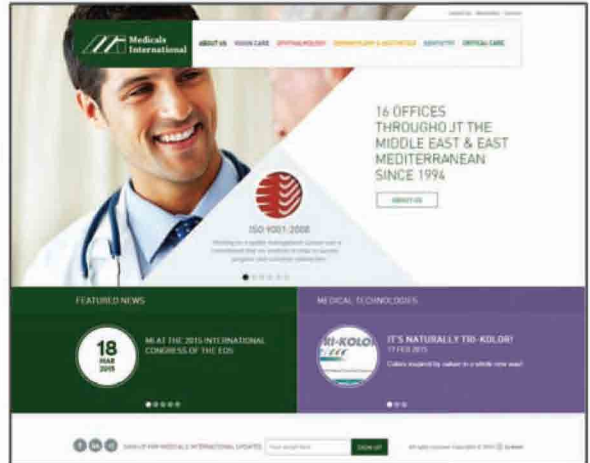




●●●MI New Website Launch

The Medicals International website just got a facelift! The new website features a sleek new design and fresh tab colors, each dedicated to a different medical department. The content is easy to browse and offers the user the opportunity to go through up-to-date photos, videos, and brochures for the large range of products offered at Medicals International.

Next time you surf the net, make sure to pay us a visit at www.medicalsintl.com!



Snapshot of the new MI website

●●●MI Awards



Handing of Ellex Outstanding Service Award



Handing of Oertli Extraordinary Achievements Award



Medicals International was awarded the 2014 Outstanding Service Award at the ESCRS that took place in London. Medicals International is proud to be the holder of such a prestigious award, that it has also received in previous years for exceptional service.

Medicals International received the 2012/2013 Award for Extraordinary Achievements at the Oertli Agents Meeting that took place in St. Gallen in June 2014. Medicals International is proud to have this honor that further substantiates its long-standing partnership with Oertli.

●●●Dr. Rushood TICL Award

In September, Dr. Adel Rushood of Kahhal Medical Complex, Dammam, KSA was presented with an award for his ongoing work with the STAAR Visian ICL and entered the Toric ICL 500 Club.

This achievement enters Dr. Rushood in a world of privileges granted to the biggest names in the STAAR ICL usage history.



Dr. Adel Rushood receiving the Toric ICL 500 Club certification

●●●Vision Express: "For Better Eye Care"

Vision and eye care have always been very essential to everyone and at Vision Express, customers' eye health is the absolute focus! Committed to bringing out the very best in eye care, Vision Express never seems to fail to deliver the highest levels of professional and complete vision care services, eye health guidance and after-care consultation to all patients. Vision Express is dedicated to raising customer awareness on eye health through their highly-trained eye care practitioners, continuous campaigns, and university outreach programs. Medicals International is pleased to have established a well-based business relationship with Vision Express covering all 25 branches in Kuwait and the rest of the Gulf region. We thank all team members at Vision Express who have made this possible and are very keen to develop this long-term partnership!



Training session with Vision Express

●●●CooperVision Visit



At the CooperVision global Packaging and Distribution centre in Delta Park, UK

When it comes to its clients and products, Medicals International takes them to heart and what better way to acquaint both with one another than a full-on product site tour with key opinion leaders? Three Egyptian ophthalmologists were taken on a tour of the CooperVision factory and distribution center in Southampton, UK, where they learned all about what goes into the making and distributing of a contact lens. The tour guided the three ophthalmologists through the innovative techniques adopted in the production and inspection processes, and finally the intricate automated systems used at the distribution center.

A day of fun and insight to say the least!

●●●Keeping an Informed Public

Medicals International strongly believes in the right of the general public to gain access to knowledge on the latest medical advances. In hopes of better informing the public, Medicals International hosted its first-ever public information session entitled "An Insight on Eyesight" in collaboration with renowned Lebanese ophthalmologist, Dr. Nada Jabbur. The event took place on June 24, 2014 at the Clemenceau Medical Center in Beirut and was open to all. Attendees were treated to expert medical advice on vision care and treatment as well as free lensometer exams, giveaways, and a raffle with valuable prizes at the end of the session.



Dr. Jabbur presenting to the public



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Surgeon Testimonials on the Visian ICL

Management of visual rehabilitation in keratoconus patients remains a challenge and a very important step to restore normal daily and occupational activities. Early cases of keratoconus associated with good best corrected visual acuity (BCVA) might be visually rehabilitated using eyeglasses or soft toric contact lenses. Occupational and modern lifestyle activities may hinder the use of those aforementioned ways and excimer laser correction is not a choice for keratoconus in any case. In those cases, TICL implantation remains the only “safe and effective” tool for visual rehabilitation and perhaps the only method to restore normal daily and occupational activities of those patients in great need for good vision. More importantly, TICL is perhaps the only valuable tool for restoring good vision and a normal lifestyle in advanced keratoconus with poor BCVA and severe anisometropia and intolerance to hard contact lenses. Waking up at midnight, swimming, driving long hours, living in harsh weather and many other situations, all make the use of hard contact lenses impossible. Therefore, even with acceptable tolerance of HCL, TICL remains the only choice for visual rehabilitation after corneal rehabilitation with intrastromal ring segments (ICRS). Poor BCVA is always treated by ICRS to decrease corneal irregularities, enhancing the BCVA. This is followed by corneal stabilization with corneal collagen cross-linking and TICL implantation at least 6 months thereafter. It is worth mentioning that the “decision tree” nomogram, published recently by our group (Jarade’s nomogram, Journal of Refractive Surgery 2013; 29:84-89), may constitute a very important tool for those who are working in the field of visual rehabilitation of keratoconus patients.

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تعتبر عدسة ال-Toric ICL أفضل وسيلة لتصحيح ضعف النظر الناتج عن ال-Astigmatism خاصة عند الأشخاص الذين لا يمكن أن يستفيدوا من العلاج بواسطة الليزر نتيجة مشاكل في القرنية. أهمية تصحيح النظر بواسطة عدسة ال-Toric ICL هي أن هذه التقنية تسمح أيضاً بتصحيح النظر عند اللذين يعانون من تقوص في القرنية. هذه العدسة التي توضع خلف القرنية لا يمكن رؤيتها بالعين المجردة وعملية زرعها داخل العين يمكن اتقانها من قبل الجراح الأخصائي لتصبح عملية من دون مضاعفات تذكر وفي حال حدوث أي مضاعفات فعملية إستئصال هذه العدسة تكون سهلة.

إذا تم إحترام شروط وضع هذه العدسة داخل العين يمكنني القول أن النتيجة تكون جيدة وبسرعة يستعيد المريض بصره ولا مضاعفات تذكر ولا أي تأثير سلبي على العين.



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SCAN
ME!



Refractive surgery is evolving very rapidly and since comprehensive ophthalmology occupies a large part of my practice, I always try to offer my patients the best option for vision correction. When a patient comes to me for vision correction, I always consider the safest procedure and the one that will yield excellent, reproducible results. Most general ophthalmologists are very familiar with cataract surgery and therefore the introduction of Visian ICL was very welcomed. I have been using ICL for the last few years and I am quite satisfied with the results. I initially was considering them for patients with very high myopia or those who were “not fit” for laser correction either because of thin corneas or keratoconus. However, having seen the excellent results and the high-definition vision patients with ICL report, I do offer the ICL as a primary procedure for vision correction, even for those who are “fit” for laser vision correction. I feel that the patient has a right to be informed about such an excellent alternative. I also tell them about the advantages of the procedure such as excellent high-definition vision and the absence of usual complications encountered in laser vision correction such as dry eyes and night halos. The fact that their corneas are virtually “un-altered” means they can have another procedure in the future with a new technology, should that be available.

I have also seen how the design of the ICL has changed over the years, and certainly the central hole design avoiding the nuisance of an iridotomy was a great improvement. I think the preloaded ICL coming soon will further improve the safety and speed of the procedure.



SCAN
ME!

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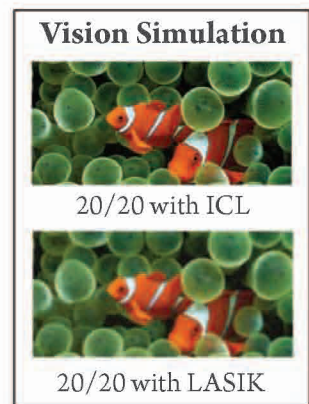
My 10-year experience with the Visian ICL

It was in 2004 when I first implanted my first ICL for patient Joumana M. with Manifest Refraction (MR) -19 degrees of myopia. It is indeed rewarding every time I examine her, to witness over and over again her stable plano refraction, a normal IOP, a good vaulting, a clear lens, a normal iris and an intact cornea. I am sure all surgeons who implant ICLs agree they have similar cases and affirm having remarkable outcomes with exceptionally grateful patients and most of their long-standing stable results. Phakic IOLs and the ICL lens technology are not here to replace corneal procedures such as the excimer technology (LASIK, PRK) or recently the stromal lenticular extraction. The ICL is a complementary tool, a great addition to the refractive surgeon's armamentarium.

Today, a patient who comes in with 8 or more degrees of myopia, 5 or more degrees of hyperopia, or 5 or more degrees of astigmatism, should know about his corneal options as well as his non-excimer phakic IOL options. Even if he is a good candidate with both good corneal thickness and topography, he should be informed about his "ICL option" and be given the "30 min ICL Discussion".

Features and benefits of the ICL to go through with the patient are the following:

- 1- No risk of ectasia, cornea not touched
- 2- UV protection
- 3- Reversibility
- 4- Accuracy and ability to correct high ametropias (Myopes 1 to 23 diopters).
- 5- No regression/Long term stability
- 6- No halos/glare.
- 7- No dry eyes.
- 8- Most important of all: Better UCVA in terms of Snellen and as visual quality/contrast/colors/aberrations etc. (especially for degrees more than 9)



The ICL technology is still not perfect and here are some drawbacks:

- 1- ICL is an Intraocular surgery, therefore complications albeit rare are more serious.
- 2- Bilateral vs Unilateral implantation: patients might need two hospital admissions versus a 10-minute LASIK for both eyes on outside basis
- 3- ICL lens sizing: no matter how we measure white to white, whether with our calipers or the IOL Master or LS 900, this measurement might not reflect the real sulcus to sulcus measurement, where the lens Haptics will dock. This is the real in-vivo measurement that we need and this is where a UBM and anterior segment OCT can be valuable. Lens sizing affects vaulting, IOP surging, cataract formation and rotation in case of Toric ICL implantation, thus W-W measurement is vital and still needs perfection.
- 4- ICL is more expensive and needs downtime for production, shipping, clearance by customs and Ministry of Health etc...

Most of the ICL patients come to our clinics asking for LASIK and have never heard of ICL before. They come in with 7 degrees and want to have the same treatment like their friend or relative. It is very hard to divert them completely, take them down a completely different road, one that they have never heard of, a real surgery with knives and blades, an expensive endeavor. No matter how thorough our discussion is, I learned that patients cannot adequately assimilate all the information on their first visit. I usually draw a table for them, showing the goods and bads of excimer vs. ICL in their particular case, and I ask them to go home and read the official ICL website www.iclinfo.info.

I try to encourage a second visit, another consultation with no extra charge preferably with parents or caregivers/relatives. The second visit, they come in well-informed, really educated, comparing their options well with focused questions and concerns. This is usually the decisive encounter where we have to re-emphasize all the advantages of the ICL over the excimer and why we recommend the more difficult and more expensive option in their particular case.

Yes, implanting an ICL starts with a challenging discussion, and patient education and support remains vital throughout, but in the end it is all worth it. With good patient selection, the refractive surgeon will create a population of extremely satisfied and loyal patients. Happy ICL patients create a balloon effect and an exponential wave that will pump back more ICL and more excimer patients into the surgical practice. Indeed ICL implantation is a great method for treating high ametropias. It is safe, accurate, predictable, stable and rewarding both to the patient and surgeon. For my colleagues who have not started it yet, it is never too late. Whenever excimer is not a great option, think of ICL and think it aloud with your patient.

