

VISION

with **ATTITUDE**

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●●● A WORD FROM THE FOUNDER

Shining in the Darkness



I grew up in a remote town in the fertile Bekaa of Lebanon where stars shine in the darkness of the silent nights and the moon stands majestic in the nearby horizon glowing in beauty right in front of our naked eyes. Those towns have no opportunities to make a basic living, yet with such a setting that enriches imagination, people have made it and prospered in the four corners of the planet, armed with unyielding resolve, determination and hard work.

I started Medicals International at a time when Lebanon had no basic means of communication, and when we used to line up just to send a fax. There was no proper road infrastructure to drive properly from one area to the other and only a few commuting flight connections to the cities around us. Despite all, Medicals International claimed a solid position in the industry we cater to

regionally and a respectful name among all global industry players.

Today, however, we all live at a stand-still, puzzled by the turnaround of events around us economically and politically and uncertain about the ramification of the next steps we are making on our well-being.

I ask though: What are our choices as business leaders?

At Medicals International, it is crystal clear in our mind that the best way forward is to keep on moving forward.

Tomorrow, Medicals International Istanbul will be inaugurated and will open up new opportunities for generations of executives to come to fight their best fight in life and make an organization to serve generations of medical professionals. The day after, our new office in Baghdad will welcome a most-needed infrastructure to serve the medical industry in our beloved Iraq. Many new expansions are in the making, whether in the product line or in the horizontal expansion of our brand.

As dark as the days might seem in these times of regional economic crisis, STARS must shine in darkness, and our team is committed to this starship.

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



HAVE YOU TRIED COLOR VISION YET?

The brand new colored contact lenses from Medicals International hitting the market by storm.

Read more on Page 2



We think of the patient first!

www.medicalsintl.com



WHAT'S NEW IN

VISION CARE

●●● Introducing the Brand New Color Vision!



Medicals International, along with Vision HiTech, has gone into the manufacturing of its proprietary brand of colored contact lenses in Brazil. Color Vision® is born!

The brand is the result of accumulated experience Medicals International has in the MENA contact lens industry and the passed-on expertise of the Pförtner family of colored contact lens artisans.

The contact lenses that bring out the color in you!

Color Vision® is the premium contact lens that lets you be you without having to forsake your natural eye color. With added comfort thanks to 55% water content and supple lens material with a modulus as low as 0.25 MPa, you won't even feel you have them on!

Color Vision® comes in 6 dazzling colors: Green, Gray, Blue, Dark Gray, Blue Gray, and Hazel. Some parts of the lens were kept to be transparent to blend in with your actual eye color for a maximum natural look!

Each Color Vision® colored contact lens is controlled individually and developed with premium quality, safety, and elegance in mind. Try out the 6 new colors from Color Vision® today, and bring out the color in you!



Green



Gray



Dark Gray



Blue Gray



Blue



Hazel

FOLLOW US!



Color Vision



colorvision
colorvisiongcc
colorvision_maroc



Optic shop design



Beach campaign



Mall campaign



Color Vision billboard

●●● Behind the Scenes with Leila Ben Khalifa

Medicals International chose the gorgeous Leila Ben Khalifa as brand ambassador for Color Vision®. The natural beauty of the famous actress, model and Dancing with the Stars celebrity made her a clear choice to represent a brand that is all about keeping it simply natural and stylish.

The photo shoot that took place in the fashion capital of Milano, Italy was under the theme entitled “Who Do You Want to Be Today?”, reflecting the many moods of each Color Vision® lens.

Casual, seductive, bold, and mysterious were just some of the inspired looks set on the mood board. The photos speak for themselves!



Leila posing for the casual look



Leila and the crew in action



●●● MI Academy Sessions and Dr. Ruud Lecture

Medicals International held its 7th, 8th and 9th MI Academy sessions for eye care practitioners at its Lebanon headquarters. The guest speakers were Mr. Sharbel Abi Ephrem from Hoya for latest progressive lens technologies, as well as Dr. Ruud Van't Pad Bosch and Dr. James Kirchner for talks on UltraHealth hybrid lens fitting for keratoconus patients.

Dr Ruud also presented his talks to optometry students at the American University for Science and Technology (AUST) and the Lebanese University (LU).



Dr. Ruud lecturing at AUST



LU students with Dr. Ruud



MI Academy with Mr. Abi Ephrem



MI Academy with Dr. Kirchner



WHAT'S NEW IN

VISION CARE



Part of the Color Vision billboard campaign in Lebanon

●●● إبتكار جديد من عندنا!



Mahmoud Kanawati
Regional Sales Manager, Vision Care
GCC Outside KSA

الصبغات مشتقة من مكونات طبيعية. كل لون هو مزيج من العديد من الألوان تم إدخالها إلى البوليمر، وذلك باستخدام تقنية micropigmentation لدينا على شكل خيوط لتحاكي اللون الطبيعي للقرنية البشرية. يتم تطبيق الصبغات على العدسة الواضحة على 3 خطوات مع فترات زمنية بين كل خطوة لضمان دخول الصبغات العدسة اللاصقة والوصول إلى العمق المناسب. هذا يعني أن الألوان موجودة داخل العدسة مما يوفر ميزة عدم وجود اتصال مع القرنية والعدسة، وبالتالي تقليل كمية الترسبات.

يتميز Color Vision بقطر لون ملون كبير لضمان التغطية الكاملة للقرنية الطبيعية، يسمح قطر العدسة الشفاف برؤية واضحة، خاصة في الليل وفي الأماكن المظلمة.

لدى Medicals International أكثر من 24 عامًا من الخبرة في مجال العدسات اللاصقة الملونة. اليوم نحن لا نقوم فقط بتسويق العدسات الملونة الراقية، بل نقوم أيضًا بتصنيعها من خلال قسم "Vision HiTech" المنشأ حديثًا في البرازيل وتديرها عائلة Pfortner الألمانية الأصل.

استغرق الأمر أكثر من 3 سنوات من البحث والتطوير للتوصل إلى منتج على الأقل وصف بأنه مثالي من قبل المتخصصين. تعتبر Color Vision من Pfortner الأكثر تطورًا من العدسات اللاصقة الملونة، تم تطويرها لتزويد المستخدم بمظهر راقى مع الاحتفاظ بمظهر أنيق.

تم تطوير البوليمر لضمان أفضل تركيبة وقبول للصبغات دون أن يؤثر ذلك على تصميم العدسات اللاصقة التي تتلاءم بشكل أفضل مع الراحة والأعين السليمة.

●●● MI Vision Care: Out and About



MI lecture for Finland Eye Center, Oman



With Modern Capital, Oman



16th Cyprus Optical Congress



CooperVision Centre of Innovation trip



JOPAL 2018, Jordan



Vision Express Kuwait training



4th Cyprus Optometry Congress



LIU Health Day, Lebanon



Kefan Optics Clariti 1 day launch, Kuwait



●●● Great Results Post First ICL Implantation in Cyprus



Dr. Paris Papamarkou
Ophthalmic Surgeon
Private Practice, Larnaca, Cyprus

In January 2015, I performed the first ICL implantation procedure in Cyprus on a young lady with sph -6.25 cyl -1.25 ax 5 in her right eye and sph -6.0 cyl -1.5 ax 175 in her left. The corneal thickness was 497 mkm in the right eye and 498 mkm in the left. The IOP was 14.5mm in the right eye and 14.9mm in the left. Due to her thin corneas, the best solution for this young lady was the ICL implantation.

After more than three and a half years later, the patient has uncorrected visual acuity 10/10 in both eyes and a stable IOP of 16.0 and 16.5. No symptoms of dry eye syndrome or light sensitivity are present.

The procedure is very simple and safe, and lasts about 15-20 minutes on each eye. In this case, the patient asked for

general anaesthesia, but in other cases I use topical anaesthesia (alcaine eye drops).

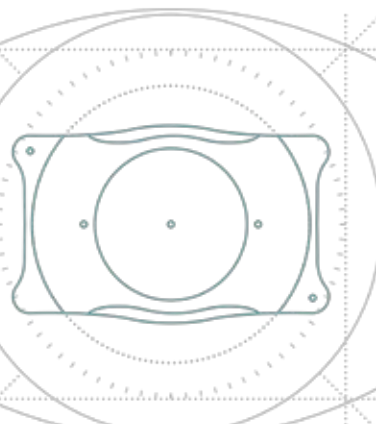
Ophthalmologists should always offer their patients the safest method of treatment, and I believe that the ICL from STAAR Surgical is the best method to correct high myopia especially in patients with thin corneas.



Evolution in Visual Freedom with the new EVO Visian ICL

●●● STAAR EVO+ Visian ICL

The EVO+ Visian ICL is known as the evolution in visual correction that STAAR Surgical has brought to the plate, based on the successful EVO Visian ICL platform (formerly CentraFLOW™ V4c). With an expanded optic (5.0 mm - 6.1 mm), the EVO+ Visian ICL is designed to give patients with larger pupils - including younger patients - a refined level of vision. Contact your local Medicals International representative to know more about this latest ICL from STAAR Surgical.



EVO+'s larger optical zone may provide benefit to patients with expanded pupils (such as night driving)

●●● Al Watany Eye Hospital Signs with STAAR Surgical

We are very excited to announce that MI Egypt along with STAAR Surgical have entered into an alliance agreement with our long-term partner, Al Watany Eye Hospital (WEH) in Cairo Egypt, a leading and highly influential eye hospital in the Middle East region.

This partnership's objectives are to promote the Visian ICL as a premium and primary option for patients seeking eye surgery as well as to utilize the WEH setup and their

highly-skilled practitioners to train future surgeons on this very well-established and exciting surgical alternative for vision correction.



Al Watany Eye Hospital

●●● **Ellex Rosaire Hospital Event**

Hopital Soeurs du Rosaire held a scientific event in collaboration with Medicals International at the Phoenicia Hotel in Beirut on the 24th of November, 2017. Invited guest speakers were renowned Pr. John MARSHALL of the Institute of Ophthalmology, UK and Pr. John CONRATH of Centre Monticelli-Paradis, France. They gave talks on the latest treatments for Retinal Rejuvenation Therapy and Laser Floater Removal. The presentations were followed by a Q&A session and dinner at the same hotel.



Pr. John Marshall lecturing

●●● **Introducing I-MED Pharma**

Medicals International is pleased to announce the signing of an exclusive agreement with I-MED Pharma Inc., a Canadian company specializing in dry eye diagnosis and management, for distribution rights in the Middle East for the patented I-PEN[®] Tear Osmolarity System.

The I-PEN[®] Osmolarity System is the world's first, handheld platform that offers eye care professionals a quick and reliable tool for screening dry eye patients.



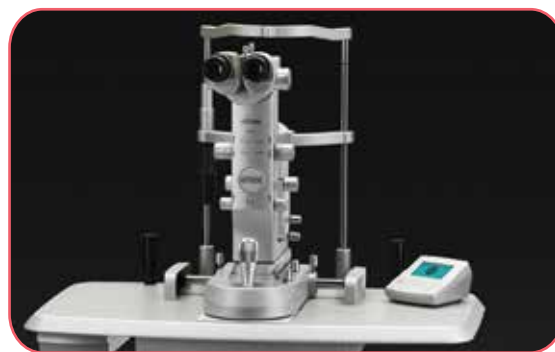
The I-PEN[®] from I-MED Pharma

●●● **What is Vitreolysis?**

Also known as floater laser treatment, vitreolysis is a non-invasive, pain-free procedure that can eliminate the visual disturbance caused by floaters. The goal of vitreolysis is to achieve a “functional improvement”. That is, to allow you to return to “normal” day-to-day activities without the hindrance of floaters. How does vitreolysis work?

Vitreolysis involves the application of nanosecond pulses of laser light to evaporate the vitreous opacities and to sever vitreous strands. During this process, the floater's collagen and hyaluronin molecules are converted into gas. The end result is that the floater is removed and/or reduced to a size that no longer impedes vision.

ASK US ABOUT VITREOLYSIS! Results “SECURED AND INSURED” with ELLEX ULTRA Q REFLEX



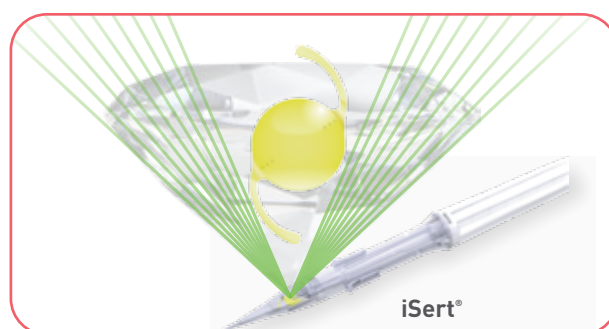
Ultra Q Reflex Technology

●●● **Why Hoya Surgical Optics?**

Since we think of our patients first, we are honored to represent Hoya Surgical Optics, the world's fastest-growing IOL company. With its two milestones products, HOYA iSert[®] 251 preloaded and Vivinex[™] TORIC iSert, we are committed to Quality, Trust, Dedication and Attention to Detail, targeting standard and premium vision correction.

- Innovative surface treatment for PCO reduction
- Innovative Acrylic material to avoid Glistening,
- Ergonomic new iSert for very small incisions

More than 6 million Hoya Isert preloaded IOLs implanted Worldwide... Let's give it a try!!



Hoya iSert



●●● MI Ophthalmology: Congresses and More...



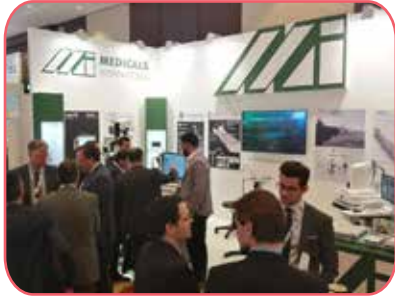
Mr. Barake at Ellex Distributor Forum



With Pr. Marshall & Pr. Conrath, Lebanon



EOS 2018, Egypt



EPOMEC 2018, UAE



UEOC 2018, Egypt



SOS 2018, KSA



With Dr. Dwedar



LOS 2018, Lebanon



Dr Riyahi with Oertli & Leica



ICL Presentation, Jordan



Magrabi Hospital, KSA



Oertli Award



Memorial Institute, Egypt



With Dr Paul Dib in the OR



Research Institute of Ophthalmology, Egypt

●●● Ophthalmologist Insights: The Oertli Platform

Every issue of this newsletter, we will be interviewing ophthalmologists from different countries to share their insights with us on our various technologies.



Dr. Bahaa' Nouredin
MD, Professor and
Chairperson, Department of
Ophthalmology
**American University of
Beirut Medical Center,
Lebanon**

“Excellent two-month “relationship” with the Oertli platform: efficiency, safety, and reliability. Beautiful, quiet eyes on the first post-operative day”

“Many of my patients have hard cataracts. I am accustomed to using quick phaco surgery with high parameters. Thanks Oertli for giving me the confidence to treat these hard cataracts efficiently with good fluidics”



Dr. Mahmoud Genaidy
MD, Professor of
Ophthalmology
**Minia University,
Faculty of Medicine,
Egypt**



Dr. Hazem El-Sabagh
MD.PHD.FRCS ED, Medical
Director
Magrabi Hospital, KSA.
Consultant Ophthalmic
Surgeon, Chief. Vitreoretinal
Unit

“I have been using another surgical unit over the last 20 years and I am totally comfortable with its performance; however, lately I have started using the Oertli OS4 machine which operates by the tri-pump system that offers Venturi, peristaltic and SPEEP modes. In addition to the speed with which it removes the core vitreous humour, I have found the OS4 to be handy and very helpful in dealing with retinal periphery in rhegmatogenous retinal detachment. Moreover, the probe allowing 10,000 cpm as well as the SPEEP pump allowing control of both vacuum and flow rate makes the probe very versatile and handy in the management of variable complexity epiretinal membranes during diabetic vitrectomy. When combined Phaco-vitrectomy is planned, this integrated powerful Phaco machine reduces the hassles of using two systems. Also, the adjustable LED light and the integrated directional laser probe make your surgery easy even in difficult situations. Finally, using the Oertli OS4 was a nice experience for me.”



**Dr. Kalid Mohammad
Al-Arfaj**
MBBS, MD, Assistant
Professor Department of
Ophthalmology
**University of Dammam,
College of Medicine, KSA**

“I had a great experience with the Oertli phaco machine. It is a very powerful one that can crack and emulsify even the hardest nuclei within a very short US time. Their new EasyPhaco technology has changed the fluidics concept, and that allowed me to increase the settings very safely and easily. I had constantly stable AC, good flowability of nuclear fragments and high holding force. I liked the machine and it was a precious experience.”

“I have been using the Oertli CataRhex 3 for the past years in my cataract cases. I found it satisfactory and am really happy with the effectiveness with all kinds of cataracts. Stable, reliable, and effective.”



Dr. Ayman Mdanat
MD, FRCS, FRCOphth, DO,
Senior Consultant
Ophthalmologist
**Ammon Eye Center,
Jordan**



Dr. Tariq M. Almudhaiyan
Consultant, Cornea &
Cataract Surgery
**National Guard
Hospital, KSA**

“From personal experience, Oertli machine is an outstanding phaco-machine. It is efficient, handy & user-friendly. Moreover, the dynamics with the special mode of SPEEP, which combines venturi & peristaltic pumps, helps the surgeons to get their best performance & results. It help so efficiently in minimizing the occurrence of annoying issues like surge & endothelial burn from excessive energy. Simply, I am a frequent oertli user & I love this machine. It makes a difference.”



WHAT'S NEW IN

AESTHETICS

●●● Fotona: Perfection through Trainings



Rawad Saad, Ph.D
Business Development Manager and Product Specialist
Dermatology and Aesthetics, Lebanon

Choose Perfection. The slogan of our Fotona brand of premium medical laser systems very well reflects the company's belief in the comprehensive delivery of value to clients on all levels. Based on this principle, Fotona heavily invests in basic and advanced training workshops given by world-leading clinical experts, in collaboration with the Laser and Health Academy (LA&HA).

During these workshops, the main focus is based on practical instruction and hands-on demonstrations of

laser techniques and procedures. LA&HA also serves as an international platform whereby medical professionals benefit from continuous education through scientific articles published in the LA&HA Journal.

Fotona

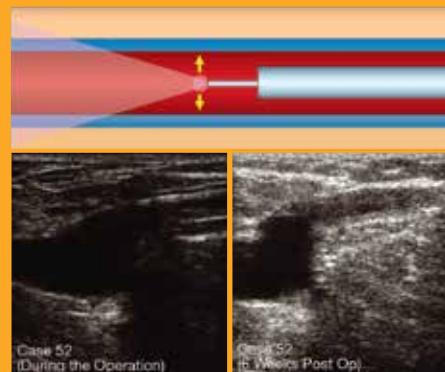
choose perfection



Chady Kallassy, M.D., Phlebologist
Saint Joseph Hospital
CMS - Jounieh, Lebanon

XP Spectro, the long-pulse Nd:YAG laser from Fotona offers my patients the perfect solution for treating vascular lesions.

I am using the XP Spectro Nd:YAG for hemangiomas, venous malformations, blebs, port wine stains, couperoses, rosaceas, and spider veins, and I am very satisfied with the results.



●●● Dr. Ashraf Badawi Visits Lebanon

Dr. Ashraf Badawi, IMCAS Academy Board Member and visiting Professor of Dermatology at Szegeed University, Hungary gave trainings at Orlliss Clinics in Zahle, Lebanon. Dermatologists attended the workshop and hands-on sessions on the SP Dynamis to learn about the many benefits of the next-generation laser for multi applications.

The all-in-one anti-aging laser platform SP Dynamis incorporates laser wavelengths Er:YAG and Nd:YAG that are used in a wide range of dermatological treatments.



Dr. Ashraf Badawi training dermatologists on the Fotona SP Dynamis

●●● Anti-Aging Treatment Can Be Painless!



Joumana Redah
Territory Manager
Dermatology and Aesthetics, Lebanon

The HIFU (High Intensity Focused Ultrasound) Sygmalift is one of the newest and most advanced non-surgical facelifts in the world. Featuring three technologies in a single platform (laser, focal ultrasound and tri-micro focal ultrasound), this non-surgical treatment concentrates 1,000 intersecting beams of ultrasound energy at a target depth in skin tissue.

The tri-focal pulsed mode is able to target the eyes, forehead and mouth, and is clinically proven to stimulate bioactivity, remodel collagen fibers, promote oxygenation and regenerate tissue from the inside-out.

HIFU SygmaLIFT also incorporates Cold Laser technology to further promote healing and tissue repair. Cold Laser has been studied for over 30 years and has shown to enhance skin glow. The 635nm red laser works at 2 levels of the skin – at the epidermis and deeper subcutaneous tissue, to increase collagen synthesis and growth factor production. Because it is a non-surgical procedure, patients looking for anti-aging solutions favor the Sygmalift. It is quick, painless, can be done in an hour, and there is no downtime.



NOW IN LEBANON!

ADODERM
GERMAN TECHNOLOGY. EXCELLENCE IN BEAUTY



The Hyabell range of HA dermal fillers with Lidocaine includes different concentrations for application in lips, wrinkles and superficial and deep folds.

●●● MI Dermatology Campaigns and Congresses



Lebanese Dermatological Society Congress



Skin Cancer Awareness campaign at the Hôtel Dieu de France Hospital, Lebanon



Skin Cancer Awareness campaign at the Lebanese American University Medical Center



●● MI Dentistry Beirut Snapshots



Lebanese Oral Surgery meeting



KaVo ARCUSdigma event



Astra Tech implant hands-on session



Sirona Dental Akademie Germany visit



Astra Study Club



KaVo dental chair demo event



13th Journées Odontologiques at USJ



XiVe Study Club



Lebanese Society of Endodontology Congress

●● MI Dentistry in the GCC



Alaa Bou Hamdan,
Business Development Manager - Qatar
Business Unit Manager, Dental Division - GCC

Whenever I come to write this piece, I always like to choose a theme or an idea to focus on, and this year it seemed most suitable to focus on innovation. From the mind-blowing iPhone X to even a child-sized submarine to rescue a young soccer team from a cave after being trapped for over 2 weeks, humanity has become more intertwined with our thirst for innovation and knowledge rather than opposed to it.

It is this innovation and the countless hours of research and development that go behind our products. When it comes to our dental portfolio and specifically our newest implant available in the GCC, we find Astra EV with EV standing for “evolution”. What more suitable word or description to use in such a fast-growing innovative world?

We had the pride of launching Astra EV this year in Kuwait with amazing reviews, if I might add, on which my co-writer and dear colleague Adel Hanbali will elaborate more in depth on the next page.

●●● MI Dentistry Kuwait Activities



Adel Hanbali
Territory Manager
Dental Division

Kuwait market has been a very exciting one for us as we succeeded in registering growth and expanding our market share horizontally year after year. It is with no doubt that two very important factors led us to be able to write this success story, both equally important at that.

First, our product itself: Astra Tech. Astra Tech is considered a high-end dental implant system thanks to the history of innovation behind it and the huge amount of research undertaken on it. This gives us more confidence, as salesmen, to introduce our product, and ensures that we are following our motto "We think of the patient first" by giving the patient the best there is to offer in dental implants.

Second, our philosophy as a company. As good as our product may be, the challenge for us ourselves is to be as good as Astra Tech. We do want to sell; however, we are aware that no sales will come with a bad service from the distributor company, especially in dental implants. Our focus on after-sales service and support is always our top priority. With that applied, we built trust with all our esteemed clients, which I prefer to call partners. In November 2017, we had the honor to have Dr. Thomas Hanser from Germany to give two lectures. I am proud to say that the event was met with big attendance and positive feedback.



At the Astra Tech lecture, Kuwait



Attendees of the Astra Tech lecture, Kuwait

This year has as well been a very special year for us as we finally launched the newest version of Astra Tech, Astra Tech EV (Evolution). The basis of this evolution remains the long-term proven and well-documented Astra Tech Implant System Biomangement Complex. This new system was developed based on the feedback of Astra Tech TX users. The question was: "How can we have an even better system without compromising the good results we get with the TX?" Thus the slogan of the EV "Simplicity without compromise". We were delighted to see the interest and excitement of our partners to use the EV.

The launch was made after careful study and planning in the market, balancing between the government and private sectors.

Before the launch, Bassem Abdouch, Kuwait and Qatar country manager, and I had our extensive technical training in the Dentsply Sirona Academy in Dubai, to ensure our ability to give full support to the users.



At the Dentsply Sirona Academy, Dubai

"One of the most important aspects that we care about in the clinic is to choose appropriate materials for our patients. In dental implants, I prefer to use Astra Tech Implant System because its success is proven by long-term research"

- Dr. Mohammad Aljadi

DDS/MS/F prosthodontics & implant dentistry

"I made the decision to use Astra Tech because it's one of the most scientifically backed implant systems on the market"

- Dr. Waleed Alfulajj

DDS/MS/CAGS aesthetic prosthodontics & implantology

"The support of Medicals International has been very good in supplying us with all the components that we need and with all the research that we require to back up our treatments."

- Dr. Waleed Alfulajj

DDS/MS/CAGS aesthetic prosthodontics & implantology

Astra Tech Instagram page for Kuwait: [astratech_kw](#)



●●● Flow-c from Getinge - Experience the Flow



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

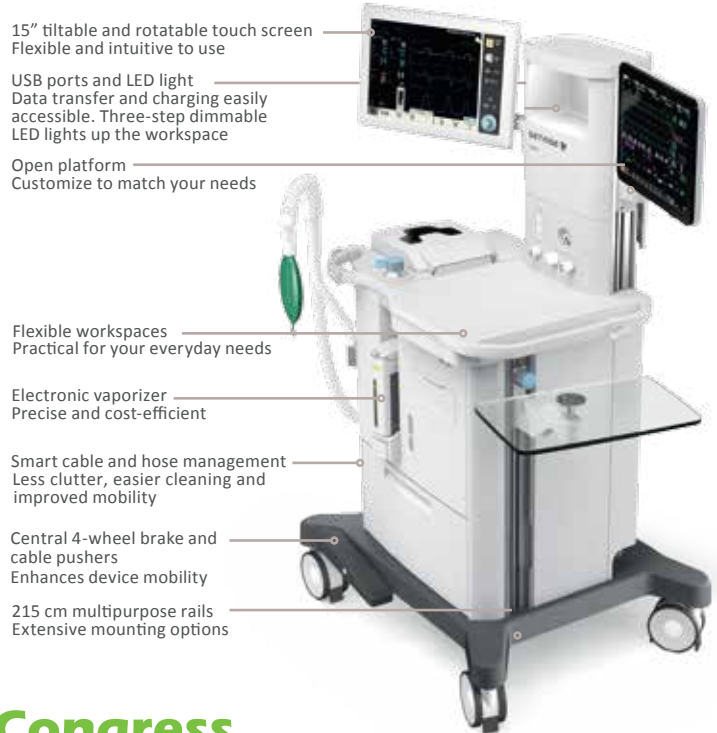
Getinge launched the novel Flow-c anesthesia machine back in January at the Arab Health, and true to its name, it surely flows!

The compact Flow-c came as an answer to demanding and busy ORs with streamlined features that simply simplify your workflow.

The next-generation Flow core technology decreases the need for an ICU ventilator in the OR. The electronic injection vaporizer ensures fast and accurate delivery of anesthetic agents. Low-flow anesthesia with VRI (Volume Reflector Indicator) displays the FGF and minute volume ratio to enhance the rebreathing fraction. The active hypoxic guard actively intercedes when there is risk of hypoxia, ensuring added safety at low flows. The pause function temporarily stops gas flows and ventilation, giving you the much-needed time to focus on the patient. As well, battery backup adds 90 minutes for added safety in case of power failure. Moreover, the Flow-c features easy cleaning and service, a modern

and easily upgradable platform, and reduced anesthetic agent consumption. In conclusion, the flow experience with this great machine comes easy as it requires little training thanks to its straightforward ergonomic design.

Flow-c at a glance everyday work that simply flows



●●● Critical Care Award and Congress



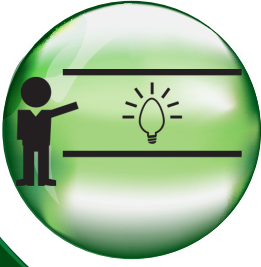
Dany Moghrabi and Getinge Award



MI at the Anaesthesiology Congress in Lebanon

On December 17, 2017, Territory Manager & Product Specialist Dany Al Moghrabi was awarded Sales Champion 2017 Award by Getinge for Critical Care Division at their distributor meeting at The Oberoi hotel in Dubai, UAE.

Medicals International participated at the 27th Annual Congress & 20th French Lebanese Symposium on Anesthesiology, Critical Care & Pain Management which took place at the Le Royal Hotel in Lebanon on April 21-22, 2018. MI showcased the Flow-i and introduced the all new Flow-c anesthesia system from Getinge.



EMPLOYEE

SPOTLIGHT

●●● Thekla Amvrazi - Cyprus Office

My Experience in Customer Service

I remember about three years ago, coming in for an interview with the Country Manager of Medicals International Cyprus office, I was nervous and excited at the same time. After performing my best I was thrilled to be offered a role. I remember being left in the meeting room alone to study a 42-pages booklet until my contract papers were finalized. The title was "Employment Handbook" and underneath that the subtitle with bold letters was "Think of the patient first!". I had a quick look at my job description and at that moment, I realized that I was about to start my journey with a medical company, but I also knew that as a Customer Service Officer I would be in direct contact with the client and not patient.



Ms. Thekla Amvrazi

I have been working in customer service since the age of 18 in various companies and services. The same rule applied everywhere is "keep your customer happy". This is what I learned and was trying to be as good as I could possibly be. Then the questions arose in my head, "Why is Medicals International asking me to think of the consumer first and not the business customer"? "How do I get in touch and care for the patient from the time that business partner is reached?"

It didn't take me long to understand the importance and the reliability of this sentence. After going through mandatory training and starting to apply my learning in practice, I soon realized that the company already had a connection with the patient through their quality products. Speaking about Cyprus Office where I work, I can see that customers already have very good knowledge about our products. So my mission is to provide immediate and excellent experience in ordering. If you have a happy consumer, you immediately have the same purpose, goals and worries as your customer. It means that your patient is pleased with your product and services and your relationship with your business partner is stronger, trustful and productive.

Our company is constantly trying to go above and beyond to excel in providing the best customer service. The tool for success is well-trained personnel in product knowledge and skills. To complete that goal, you need to do a series of procedures with your business partner. This means good knowledge of our products by our excellent sales team, oral and practical training for our business partners, excellent experience for those partners in ordering products from our customer service team, immediate intervention in case of need for external order from our internal team, delivery in the shortest time from our delivery drivers or our third party delivery companies, and finally delivery of our products from our business partners to the patients. This is like a wheel that we all turn in every day, and by the end of the day we are pleased that the wheel has continued to move.



Receiving the 2017 Award for Outstanding Performance

MI has taught us to work collectively to get the best possible results. I am happy and grateful for the opportunity I was given by Medicals International to successfully complete the programme of "Office Management" and the investment from the company for my further education. I am also proud for our Customer Service department for being awarded internally for "Outstanding Performance 2016" and "Outstanding Performance 2017".

I realize now that we shouldn't just care about the surface of the situation, instead we should all work to get extraordinary results on every occasion. In my case, I was looking to keep the customer pleased in order to give me an appraisal in my company. Working for MI, I understood that underneath the surface is the patient that is happy with the quality of our product and the service we give him in the shortest possible time. The feeling you get when you realize that, once again, a customer has used our medical service with the help of your business partner, is precious and unlike anything else.

Lastly I would like to say thank you to MI for the opportunities, skills and knowledge you've provided me so far. Here's to more successful years to come. MI has changed my 12 years of experience in Customer Service, and revived me again by setting up solid foundations, correct information, and giving me a go at rethinking my professional and even personal endeavors by opening up new perspectives I never saw before.



●●● My Hoya Journey: A Product Specialist’s Perspective

By Mohamad Hout, Product Specialist, Hoya Line

The first day I stepped into Medicals International, I was sure that something big was going to happen there and that the job that I was searching for was going to become my lifestyle.

The best part of my journey is that I keep introducing Hoya every day like the first day but with different methods and tools. The competitive advantage of Hoya is its customer journey because education nowadays is key for optometrists and patients alike. In my opinion, the main reason behind every person’s success is the proper follow-up, perseverance, and right attitude.

Take it from me: No matter how hard the journey might seem at times, the unique features and benefits Hoya offers my clients make it a piece of cake to promote, bringing optometry to a whole new level!

Welcome to the world of Hoya premium optical lenses, welcome to an enjoyable job that I cherish more everyday!



Mohamad Hout at the Hoya Faculty

●●● Medicals International Beirut Activities



MI at the BLOM Beirut Marathon



Beirut Annual Dinner

Medicals International SARL and Offshore participated at the BLOM Beirut Marathon on November 12, 2017. Proceeds from the run went towards the Children's Cancer Center of Lebanon, dedicated to the comprehensive treatment of pediatric cancer.

On December 16, 2017, Medicals International hosted its Beirut Annual Dinner at the Celcius restaurant in Downtown Beirut with all employees enjoying a great night over food, dance, and laughter.



●●● MI to open in Baghdad and Istanbul

Medicals International is happy to announce that it will be opening additional offices to cater to new markets! One office will be running in Baghdad, making it the second one MI will be operating in Iraq, apart from its Erbil office there. The other office will be opening in Istanbul, covering Turkey for the first time ever.



Baghdad, Iraq



Istanbul, Turkey

We look forward to these promising new territories!

●●● MI Morocco: Where Do We Stand?

In an attempt to widen our coverage of the North African market, Medicals International Morocco first opened its doors for business back in mid 2017.

The office was set in Casablanca and an internal and sales team were recruited consisting of two persons with territory manager functions, one in Vision Care and another in Ophthalmology, as well as an Assistant Internal Office Manager and finally a Country Manager.

Today the office is quickly responding to market demand with sales of Color Vision colored contact lenses since September 2017; as well



Color Vision training at an optic shop, Morocco

as a full product line of cataract surgery essentials from Femtosecond lasers, Phaco machines, IOLs, and viscoelastics; and finally our Clarity Advance solution for contact lenses since July 2018.

As of today, many Vision Care and Ophthalmology brands are under registration and Morocco will be seeing them in the market very soon!

Working with Dr. Mohamed Chahbi

Dr. Mohamed Chahbi is one of Africa's most accredited and recognized ophthalmologists with a very large practice for cataract and refractive surgery at his Clinique de l'œil in Anoual, Morocco. Dr. Chahbi is famous for routinely organizing cataract surgery campaigns for charity across rural Africa.



Dr. M. Chahbi

Medicals International is happy to have started a partnership with Dr. Chahbi for Softec IOLs.



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