

Together for a healthier world



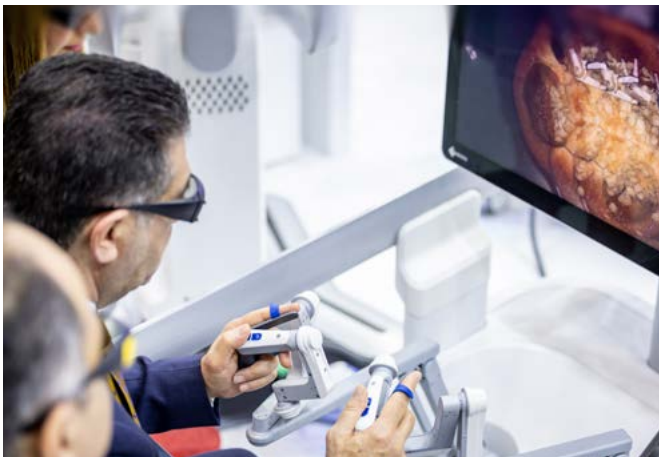
# The Future of Healthcare, Today

[insights.omnia-health.com](https://insights.omnia-health.com)

# Contents

04

**The Future of Healthcare  
at Arab Health 2023**



05

**Artificial Intelligence,  
Metaverse and HealthTech**



06

**Imaging and  
Precision Care**



07

**Medical Travel:  
Post-Pandemic Boom**



03. Introduction

08. The Ascension of Telemedicine

09. Sustainable Healthcare: How, When, Where?

10. Personalised Care: Ramping Up the Human Element

11. Industry Updates at Arab Health 2023

13. Conclusion



Report compiled by **Anthony J. Permal**

## Introduction

**W**ith more than 3,000 exhibitors, 44 pavilions and 60,000 attendees, Arab Health 2023 returned to the region with a clear mandate to elevate healthcare and life sciences not just in the UAE but at large. As the region's biggest healthcare exhibition, players from across the industry descended upon the Dubai World Trade Centre halls to showcase their innovations.

Industry conferences, workshops, thought leadership sessions and even startup mentoring during the event made it the most successful iteration to date, with healthcare professionals eager to connect, inspire, innovate, and reshape the future of life sciences.

And the future of life sciences is what the focus was on by far. With the theme this year being **Innovation and Sustainability in Healthcare**, it was clear Dubai continues to position itself on the global healthcare map in a big way.

"Innovation is under the spotlight at Arab Health 2023 and new technologies are a game changer for delivering vital treatment to patients in emergency situations. The event brings together visionaries from around the world that are at the forefront of these life-saving technologies," said Ross

Williams, Exhibition Director for Informa Markets.

With the presentation of major advancements in robotic surgery, artificial intelligence (AI) in patient care, Augmented Reality (AR) and Virtual Reality (VR) surgical instruments, access to remote and modular hospital facilities and more, attendees and exhibitors alike were treated to a plethora of solutions to help doctors, healthcare organisations and government authorities deliver better and more efficient treatment to their patients.

The resulting discussions, networking and business deals were a clear step toward a technologically superior healthcare system not in the future, but right here, right now.

Arab Health 2023 featured nine product areas that displayed innovative technologies and advancements, specifically in medical devices, orthopaedics, disposables, healthcare and general services, imaging, IT, infrastructure and assets and wellness and prevention.

In this report, we look at a few of the advances that were being showcased, read opinions from leaders in the healthcare industry, and summarise some of the major sectors where healthcare is bringing the future to life.



# The future of healthcare at Arab Health 2023

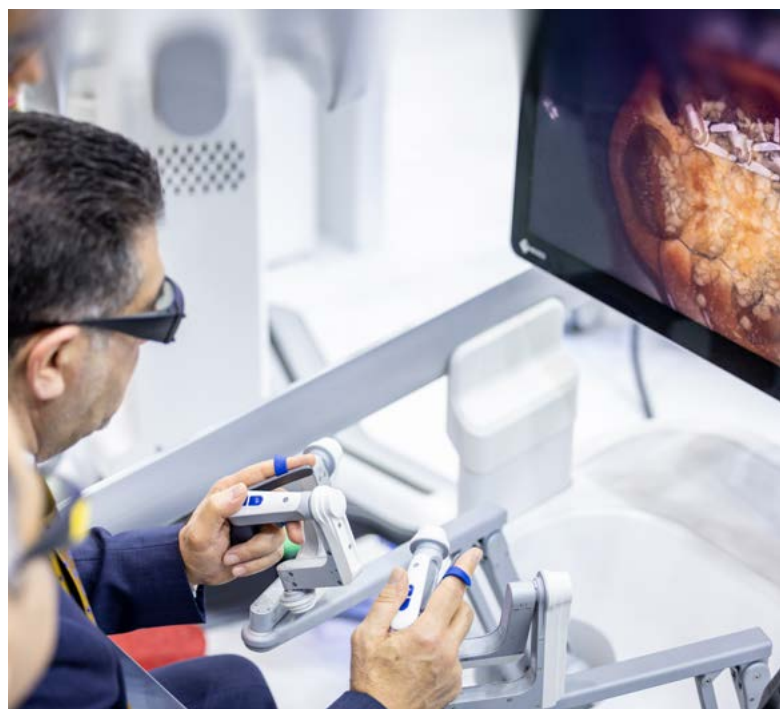
## Showcasing how healthcare and technology are taking patient care to the next level

After the impact of the pandemic on not just industries and supply chains but also on behaviour and lifestyles of people worldwide, it was inevitable that the healthcare industry would need to innovate swiftly to cater to rising demands for care solutions as well as efficient means of delivery, to both practitioners and patients. From technologically savvy HCPs and digital native patients, as well as highly digitised smart hospitals and governments, the focus now is on how the future of healthcare will unveil over the coming decade.

Dubai continues to innovate in this regard, as could be seen at various showcases during Arab Health, which allowed global and regional solution providers to present not just their vision of the future but also exhibit the latest developments in a variety of healthcare sectors.

The Intelligent Health Pavilion, for example, allowed visitors to experience and witness the very latest advances in sustainable healthcare technology, including intelligent operating rooms, deep-data imaging solutions powered by artificial intelligence, and live simulations of an emergency department, ICU and OT.

The Healthcare Transformation Talks covered a host of topics that until recently would be considered science fiction but are now a reality. Canon's Charbel Makhoul who runs their AI solutions division elaborated on imaging innovations that used artificial intelligence to deliver precision insights that may be missed by a human operator; Australia's Doherty Institute touched on the possibilities of finding a cure for HIV using the latest in genetic and drug discoveries, and Dr. Patrick Merel, Director of Genomics at G42 Healthcare, highlighted the use of precision medicine in population genome programmes. Dr. Reenita Das, Senior VP and Partner at Frost & Sullivan Dubai, touched on the re-imagining of women's health, while Marwan Abdulaziz Janahi, Senior Vice



President at Dubai Science Park, spoke on the future of UAE's Healthcare, which will be digital, data-led and value-based.

The event was also a watershed moment for healthcare startups to showcase just what was brewing under the hood of the world's healthcare thinkers. With Innov8 Talks, 24 innovative healthcare startups competed via eight pitches per round in front of a panel of expert judges. iSono Health, the team behind the 3D breast ultrasound scanner, won this year's Innov8 competition including a cash prize of US\$10,000.

---

**Dubai continues to innovate in this regard, as could be seen at various showcases during Arab Health, which allowed global and regional solution providers to present not just their vision of the future but also exhibit the latest developments in a variety of healthcare sectors.**



## Artificial Intelligence, Metaverse and HealthTech

Perhaps no other technologies are being more discussed, debated and – in the case of Arab Health 2023 – showcased in person than Artificial Intelligence (AI) and the Metaverse in the realm of HealthTech.

“Technologies such as robotics, artificial intelligence, machine learning and augmented reality are all developing and moving forward to play a key role in medicine. Surgeons can be reluctant to change the way they do procedures; they don’t want to be slowed down. We overcome this barrier by showing them these technologies can augment procedures to be more accurate and efficient,” says Dr. Timothy F. Witham, Professor of Neurosurgery and Orthopaedic Surgery, Director of The Johns Hopkins Bayview Spine Program, and Director of The Johns Hopkins Neurosurgery Residency, Baltimore in the US.

The use of AI to impact infertility treatments was also on display, as HealthPlus Fertility Center showcased. “AI delivers precise clinical data when used in laboratories. Our devices are equipped with AI to ensure we are selecting embryos with the highest potential for success that can lead to full-term pregnancies”, said Dr. Walid Sayed, Medical Director and Consultant in Fertility & Reproductive Endocrinology.

This year alone, Dubai’s Health Authority’s Dubai Health Investment Guide highlighted key focus areas of investment for the coming years. Dr. Ibtesam Al Bastaki, Director of Investments and PPPs at DHA, highlighted that post-COVID-19 key areas of focus include innovation, digital health medical equipment, mental health, MedTech start-ups, urgent care, long-term care, rehabilitation and home care. She said: “These are the key areas of focus for the next three to five years. In MedTech we are keen on attracting MedTech start-ups and companies in medical devices, diagnostics and digital health.”

Dubai Science Park made its presence felt with a large space where they showcased their commitment to digital

health and providing solutions for healthcare companies to establish their R&D, data crunching, marketing and logistics hubs. “Dubai Science Park has grown consistently over the last few years. We’ve always said the value chain from research to manufacturing to distribution is critical for us, we support companies no matter where they are in the value chain. We are a holistic community that allows everyone to do everything,” said Marwan Abdulaziz Janahi, Senior Vice President.

“Keeping in mind what’s happening in healthcare, we’ll continue to expand in the healthcare space. Arab Health is important for us as we see the rise of digital health, and we spoke at the innovation talks to discuss wearables and data and the importance of regulations keeping in mind the number of key players the private data is accessed by.”

“Artificial Intelligence will take us to new heights. I repeat one thing I always say: we are not replacing radiologists,” says Charbel Makhoul of Canon. “Radiologists sometimes face a lot of problems with their findings; we will help them. The future of healthcare is an AI because the amount of data available is crazy, and with all these technology of modalities, there will be a huge amount of data that human beings cannot interpret by themselves.”

“We are at the heart of a revolution that is changing the way we live and work, including how we think about and operate emergency care. This revolution is transforming treatment and diagnostics, the relationship between healthcare practitioners and patients, and is altering the setup and management of health systems. We are at the dawn of reimagining emergency care, placing emphasis on expertise rather than location and adopting technology to elevate human life and expand our capabilities,” said Dr. Selina Neri, Professor of Leadership and Corporate Governance at Hult Ashridge, who spoke at the Emergency Medicine and Critical Conference.

## Imaging and precision care

Allied Market Research estimates the global medical imaging market to grow from US\$37.97 billion in 2021 to US\$56.53 billion in 2028, a CAGR of 5.8 per cent. TechSci Research says that the UAE's diagnostic imaging market will continue to register impressive growth due to the growing demands of an ageing population.

"The ultimate basis of acceptance and use of imaging is strong clinical evidence supporting the value. It is value-based, as you may have the best tool in the world but unless it changes the patient outcome it doesn't matter. It's just pretty pictures," Dr. Evis Sala, University of Cambridge, UK, speaking at the Total Radiology Conference at the event. AI algorithms are now being used to analyse millions of medical images in real-time, enabling the detection of early-stage diseases and conditions.

Philips joined other major medical imaging leaders in showcasing the latest in care solutions, highlighting how its own partnerships have resulted in improvements in the capacity of imaging, including a 33 per cent increase in CT capacity and 25 per cent increase in ultrasound capacity, increases that allow for facilities to serve significantly more patients per year.

"The future of healthcare will depend on ecosystems that deliver improved patient outcomes, and better patient and staff experiences at lower cost," according to Vincenzo Ventricelli, CEO, Philips Middle East, Turkiye and Africa (META).

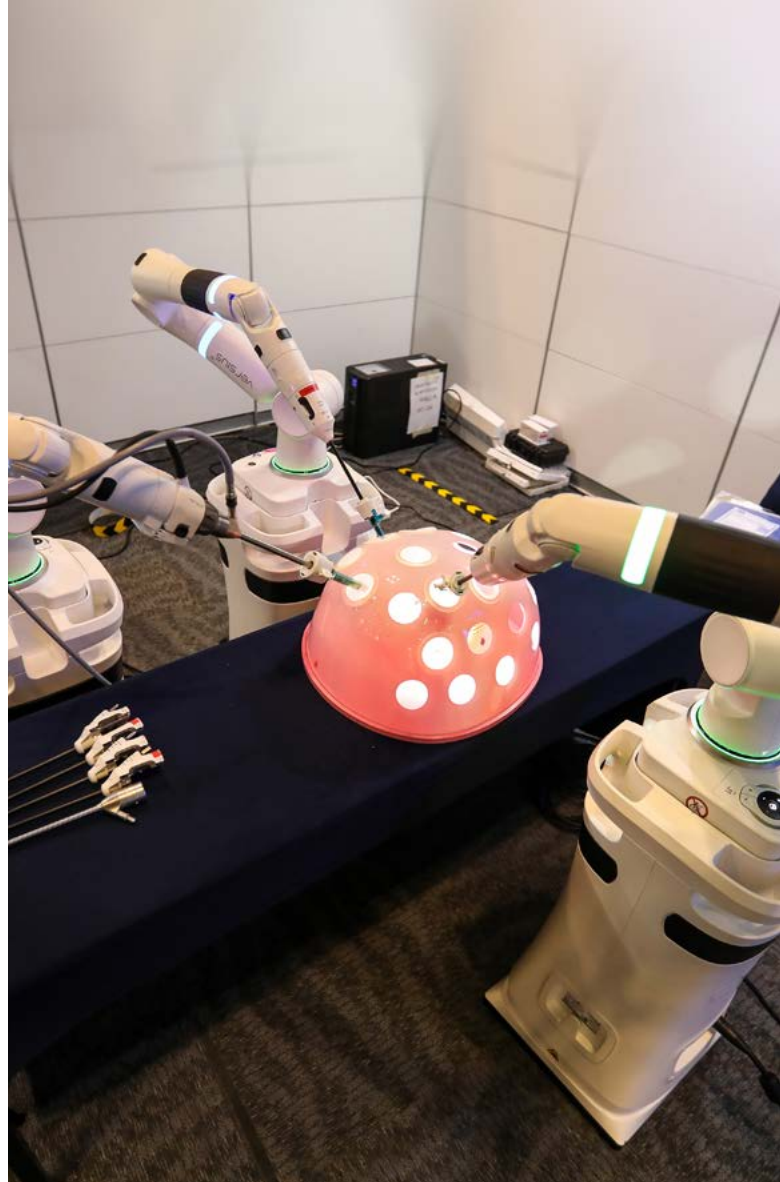
Fujifilm was on site to display the latest in its world-leading medical imaging solutions, with six major innovations including an AI-enabled deep-sight ultrasound and an MRI that reduces operational workload.

Siemens Healthineers showcased the latest innovations from in-vitro and in-vivo diagnostics to image-guided therapy and innovative cancer care. A major highlight was the display of the world's first photon-counting CT, the NAEOTOM Alpha with Quantum Technology, representing nothing less than the total reinvention of computed tomography, offering high-resolution images at a minimal dose with spectral information in every scan and improved contrast at lower noise.

Precision care in the form of robotic surgery and intervention was also a major focus for companies innovating in this space. The robotic surgery industry's value is set to triple to US\$22 billion in just five years by 2028. Both minimally invasive yet highly versatile, robotic surgery provides several advantages to surgeons, who can use the agility and precision it provides to reach difficult-to-access parts of the body with minimal tissue damage.

"Robotics has come a very long way, and we are already seeing new additions like AI in the field of robotics, which can enable surgeons to complete far more complicated surgeries without patients needing to endure intensive recovery periods. The future of robotics and surgery is promising," said Prof. Jonathan Conroy, Consultant Orthopaedic Surgeon at Healthpoint Hospital, visiting on behalf of Mubadala Health.

Cleveland Clinic elaborated on its state-of-the-art minimally



invasive valve repair and replacement philosophy by establishing a full service line in robotic and minimally invasive procedures. The revolutionary transcatheter technology has already been implemented at the Abu Dhabi campus resulting in the reduction of mortality and morbidity rates in patients. "Surgery is an area that continues to develop safer and less invasive techniques while maximising results. The development of advanced minimally invasive techniques, both through standard laparoscopy, endoscopy, and robotic technology has allowed us to perform complex operations, reducing the surgical site to a barely visible incision, or none sometimes," says Dr. John Rodriguez, Department Chair, General Surgery, Digestive Disease Institute, Cleveland Clinic, Abu Dhabi.

---

**"Allied Market Research estimates the global medical imaging market to grow from US\$37.97 billion in 2021 to US\$56.53 billion in 2028"**





## Medical tourism – the post pandemic boom in travel

Now that the pandemic is far behind us and international travel is pacing up to pre-COVID-19 levels, the medical tourism market is booming like never before. Patients who had no access to advanced procedures in other countries for almost three years are actively looking at options available.

Some of the most sought-after treatments include not just cosmetic and fertility treatments but also organ transplantation, innovative oncology options and dentistry. Whether for the high quality of treatment at lower costs, or for advanced clinical trials in rare diseases, medical tourism is making its mark once again.

Several companies exhibiting at their national pavilions at Arab Health are considered global hotspots for medical tourism, including India, Turkey, Japan, Spain, Germany, Singapore, Thailand, and even the UAE, which seeks to become a healthcare destination as well as a global medical hub. “During the pandemic alone, in 2021, the country welcomed 630,000 medical tourists”, according to Dr. Raza Siddiqui, CEO, Arabian Healthcare Group, who continued “the global medical tourism market is evolving rapidly.”

The UAE’s push towards medical tourism received a recent impetus with Dubai’s launch of the Dubai in One Day health tourism programme showcased at Arab Health 2023. The initiative is aimed at providing visitors with a comprehensive health screening package in Dubai. According to Mohamed Al Mheiri, Director of Health Tourism Department at DHA, the packages catered to people aged 25 to 50 years. “Our goal is to provide tourists with comprehensive health screening packages that are quick and affordable,” said Al Mheiri.

According to the latest Medical Tourism Index, Dubai ranks number one in the Middle East and North Africa and number six in the world for medical tourism.

---

**“The robotic surgery industry’s value is set to triple to US\$22 billion in just five years by 2028”**



# The ascension of Telemedicine

Perhaps one of the most talked about technologies in the realm of remote practice and education during Arab Health was Telemedicine. For doctors and healthcare organisations, telehealth services can widen access to care, as digital technology reduces the number of people required to personally monitor a patient's vitals. In the pharmaceutical industry, it reduces the need for in-person monitoring by providing live, real-time data to a central hub.

The impact of telemedicine is immense and can be seen already. With high-definition communication technologies now making it faster and more efficient for doctors and surgeons to provide consultations to remote areas and geographically difficult terrain, telemedicine is paving the way for enabling better healthcare to more people irrespective of distance.

This ease of access is probably why the global telehealth market is set to reach US\$197.55 billion by 2028. Dubai Healthcare Authority is already planning to invest considerably in this technology, according to Dr. Ibtesam Al Bastaki, Director of Investments and PPP, who made the comment during the event. Further powering the push towards telemedicine is the impact of the pandemic, where patients worldwide had no choice but to access healthcare professionals using digital communications technologies. This forced healthcare providers to upgrade not just their systems but also their ways of thinking. From consultations to surgical oversight, education to diagnoses, it is clear Telemedicine is here to stay.

The Digital Twin is a concept within Telemedicine that is fast gaining popularity. "One size does not fit all. We are moving away from herd medicine to precision medicine, and to achieve this we have launched a human digital project that collects all the data about a person and creates their digital twin. Hence, it is easy to observe if there is any drastic change and try to keep the digital twin as close to normal as possible," says Dr. Mohamed Rehman, Chair, Department of Anaesthesia and Pain Medicine, Johns Hopkins All Children's Hospital, and Prof. of Anaesthesiology and Critical Care, Johns Hopkins University School of Medicine, Florida in the US.

Attendees at Arab Health were inundated with a host of innovations in this space, including robotic and 3D facilities as well as thought leadership sessions. Poland's medVC showcased their unique telemedicine education solutions and diagnostic training solutions, including HD enabled Picture in Picture features which offered the greatest number of simultaneous videos being shown on a single screen so viewers can get multiple angles of a surgery or procedure at the same time and not miss anything critical. medVC has seen the biggest interest so far in the education sector, where healthcare students are provided with the above high-quality video education.

Dr. med Andrea Vincenzo Braga, MD, MBA, delivered a session on telemedicine for anaesthesia, where he touched upon the technology. Telemedicine is a vast subject that has many different aspects and challenges: technical, legal,



cultural, behavioural, concerning patients, doctors/nurses and institutions. Though the number of publications about telemedicine has dramatically increased, data on the clinical effectiveness and cost-effectiveness of most telemedicine applications is still limited. Many potential benefits of telemedicine can be emphasised, especially improved access to information, provision of care not previously deliverable, improved access to medical services and increasing care delivery, and most of all intelligent allocation of medical professional resources.

---

**“The global telehealth market is set to reach US\$197.55 billion by 2028”**





## Sustainable healthcare: how, when, and where?

The healthcare industry is increasingly recognising the need to create a more sustainable healthcare ecosystem. By reducing waste, improving energy efficiency, and promoting environmentally responsible practices, they can reduce their environmental footprint and improve their bottom line. Several exhibitors at Arab Health showcased their vision as well as innovations to help bring the industry into a more sustainable future.

“Our health systems need to adapt to the change in the planet’s ecosystems. We need to consider the environmental impact and impact on a population’s health. How do we minimise this impact? How do we build clinical transformation to adapt?” said Dr. Linda Magee, OBE, Health Innovation and NHS Specialist Science & Technology (S&T) Directorate, Department for International Trade, UK, who spoke at an Arab Health seminar on the UK’s impact on sustainable healthcare.

Manufacturers of medical products and hardware as well as hospitals and medical centres displayed a range of solutions that they have implemented to bring down their carbon footprint.

Malaysian Rubber Council (MRC) showcased its innovations in using high-quality Malaysian rubber to positively impact sustainability in healthcare, at the biggest-ever Malaysia pavilion at Arab Health.

NAFFCO, one of the region’s leading producers and suppliers of safety solutions in the GCC across various industries, was on hand to display its sustainable solutions for healthcare. It unveiled a first-of-its-kind electric ambulance fitted with advanced communications technologies geared towards real-time data sharing with medical professionals to enable faster outcomes for patients in a sustainable setting.

Schneider Electric, Microsoft joined hands with Emirates Health Services to launch EcoStruxure for Healthcare, a digital twin solution designed to increase healthcare operation performance and improve energy efficiency for hospitals across the UAE up to 30 per cent.

BD (Becton, Dickinson, and Company), the global medtech giant, showcased its solutions and exchanged crucial insights showcasing innovations that strive to enhance the patient care journey with a reduced impact on the environment. “We strive to enable a stronger, smarter, and more sustainable healthcare system that can seamlessly adapt to a rapidly evolving world,” said Maher Elhassan, Vice President and General Manager, BD Middle East, North Africa, and Turkey. The company displayed its commitment to sustainable healthcare through three main pillars: Patient Safety, Healthcare Workers, and Efficiency. As part of its Connected Medication Management, it presented solutions that standardise and automate processes within and between departments to minimise waste and help improve the efficiency of key performance indicators.

## Personalised care: ramping up the human element

Patient centricity is fast becoming a priority in an age of choice for the consumer, where patients have a plethora of service providers to choose from. The facilities that enable greater patient satisfaction with both technological and human interfaces will emerge as leaders in the space. At Arab Health, Mubadala Health's Cassie Purvey elaborated: «One of the reasons why traditional models are shifting is due to the rise of patient-centric facilities in convenient locations like shopping malls. In working towards improving outcomes, patient centricity is a strategy employed to help satisfy the end user and provide services that go beyond their expectations.»

Given the regional topographical conditions and the presence of thousands of remote areas across the vast desert, mountain and other arid areas, it can be difficult to provide medical care to thousands of patients who live in those zones. The emergence of mobile healthcare is a prime example of personalised care at point zero, where health expertise is provided right at the homes or zones where patients live, as opposed to having them travel thousands of kilometres to the nearest health facility. On display at Arab Health were solutions provided by NAFFCO in the form of modular hospitals that can be set up and dismantled in a short period, as well as high-quality mobile ambulatory services by French innovator Toutenkamion Group.

Toutenkamion presented its state-of-the-art ambulatory service that operated not just as a medical transport mechanism but a full-fledged medical centre that could provide end-to-end assistance at remote locations, reducing the need to transport patients across large distances.

Thought leadership sessions and conversations with key leaders at Arab Health also featured insight on personalised care, with

Professor David Carbone, Professor of Internal Medicine and Director of the James Thoracic Oncology Center at the Ohio State University Comprehensive Cancer Center elaborating on personalised therapies to better understand why some patients respond well while others don't. "In the past, we treated all patients with the same approach and saw quite poor outcomes with lung cancer," Dr. Carbone said, continuing that 'biomarker-directed personalisation of therapies for lung cancer patients will improve outcomes.'

Personalised care was also featured as a standard customer experience at RAK Hospitals, presenting at the event. With human-centric healthcare at the heart of its practice, RAK Hospital prefers to focus on the patient first, enabling them to open up more easily and communicate with the doctors before going into the problem they face. Combined with state-of-the-art technologies and comprehensive individualised patient data, they are able to present a more personalised approach, resulting in better health outcomes. The Hospital has launched many consumer healthcare initiatives to help bring healthcare into people's lifestyles including the popular 'Biggest Weight Loser' challenge that pushes citizens and residents alike to lose weight in a healthy manner and win prizes along the way.

---

**“Patient centricity is fast becoming a priority in an age of choice for the consumer”**





## Industry updates

As the leading healthcare event in the region, Arab Health 2023 saw several key initiatives, MOUs and announcements take place during its four-day run.

- UAE-based Prime Healthcare Group announced a strategic collaboration with Varian, a Siemens Healthineers company, for the acquisition of a Truebeam radiotherapy system and Bravos afterloader system for the upcoming Marie Curie Cancer Institute (MCCI). The cancer centre will provide a comprehensive cancer care system including medical oncology, surgical oncology and radiation oncology. Announcing the strategic collaboration at Arab Health 2023, Dr. Jamil Ahmed, Managing Director of the Group, said: «We are going to work with Varian, a Siemens Healthineers company, and have extended the long-term collaboration with Siemens Healthineers in the region.»

Laurent Amiel, President of Radiation Oncology Solutions EMEA at Varian, elaborated: “As the cancer burden continues to rise, we are proud to work with Prime Hospital to expand access to high-quality cancer care. Together with Siemens Healthineers, we support the entire cancer care pathway, from screening to survivorship, giving us an important opportunity to improve the care experience for patients and clinicians alike. We look forward to extending our reach and advancing our mission to create a world without fear of cancer.”

- The Abu Dhabi Public Health Centre (ADPHC) signed a Memorandum of Understanding (MoU) with Talabat UAE during a ceremony at Arab Health 2023 to collaborate in promoting healthier eating habits in Abu Dhabi through the use of data and research. Talabat UAE will be supporting ADPHC in achieving its vision of a healthy and safe society and in its ongoing efforts to raise awareness by providing relevant data on food ordering habits. The mapping of food ordering patterns will allow ADPHC to identify prominent habits and gaps, as well as launch targeted awareness campaigns in the community.
- China-based United Imaging forged multiple partnership agreements at the event, including with I-ONE Nuclear Medicine & Oncology Center for a collaboration and research agreement for the first PET/MR uPMR 790 in Gulf countries. I-ONE Nuclear Medicine & Oncology Center is the first research facility of its kind in Saudi Arabia’s Western region. United Imaging and I-ONE’s agreement establishes a research academy for advanced PET/MR imaging, especially neuro and cardiac PET. The two companies will explore clinical applications and education about the value of artificial intelligence (AI), digital PET/MR, low-dose PET imaging, small lesion early detection, and new tracers.
- Additionally, Arab Health also marked the signing of an agreement between United Imaging and My Doctor Medical Center, a leading private hospital in Qatar that chose United Imaging’s full solution suite, including high-end 1.5T MRI, cardiac CT and digital X-ray. The two organisations will cooperate on cutting-edge technologies like fast MRI



imaging and low-dose CT imaging. United Imaging also announced a package agreement with Health Garden Clinic that included the installation of the first uMR680, the most advanced wide bore 1.5T MRI, in Morocco. Dedicated to cardiac and paediatric imaging and women’s health, this clinic will bring together the best radiology practice in Rabat, Morocco to benefit patients in the region. United Imaging also strengthened cooperation with one of the top 5 medical product suppliers in Saudi Arabia, Cigalah, and another top player in the Diagnostic Imaging Industry in Kazakhstan, Tengri LLC, to boost its expansion in the Middle East and accelerate development in Central Asia.

- G42 Healthcare signed a multi-year agreement at the event with SomaLogic, a company that undertakes data-driven proteomics. The Abu Dhabi-based company will establish a proteomics laboratory in Masdar City Abu Dhabi, providing services to the UAE, Saudi Arabia, GCC and selected broader territories. The new laboratory will deliver testing for over



7,000 protein biomarkers using the SomaScan proteomics assay offering a brand-new service to life science, clinical research, clinical trials, pharma, and healthcare providers in the region as a SomaLogic certified site. The lab, capable of delivering tens of thousands of analyses per year, will be set up adjacent to its global genomic sequencing hub – the Omics Centre of Excellence with a capacity to sequence 500,000 whole genomes annually.

- GE HealthCare, the global medical technology and digital solutions innovator, signed an agreement at the event with Saudi Arabia's My Clinic, one of the largest outpatient providers in the Kingdom, to equip its upcoming facility in Riyadh with a suite of advanced precision diagnostic and imaging solutions.

Through this agreement, My Clinic will have access to GE Healthcare's latest solutions. This includes the MRI scanner imaging solution, which delivers premium imaging performance with a low running cost; the latest high-performing, reliable CT, designed to maximise every step

of the workflow; a powerful remote imaging system that maximises efficiency from pre- to post-scan; and a Bone Densitometer that provides precise data on soft tissue and bone composition, including bone-mineral density.

- Amid the Dubai government's push to enhance local healthcare research, Innovate Life Sciences Lab inaugurated a cutting-edge genomics testing lab. Located in Dubai Science Park, a member of TECOM Group PJSC, the facility will offer a wide range of genetic testing services and further advance Dubai's vision for healthcare innovation. The lab has partnered with Wipro Limited, a leading technology services and consulting company, to develop affordable technologies that use artificial intelligence and machine learning to analyse genetic data. The lab's opening was announced at Arab Health 2023, where Dubai Science Park is exploring the future of health tech and AI in early February. Genomics, the study of genes, is a fast-growing biology field with the potential to help personalise each patient's medical journey using their genetic profile to detect, prevent or treat conditions, including cancers and rare diseases.



## Conclusion

Arab Health 2023 focused on many key topics related to innovative healthcare. Among the most talked about were Artificial Intelligence, Imaging for Precision Healthcare, Robotic surgery, the Metaverse, Sustainable Healthcare and Telemedicine.

Thought leadership sessions including the Healthcare Transformation Talks and the Intelligent Health Pavilion covered critical concepts the industry at large needs to consider including how AI is pivotal for deep analysis of medical imagery and how effective gene therapy and research can help finally find a cure for HIV.

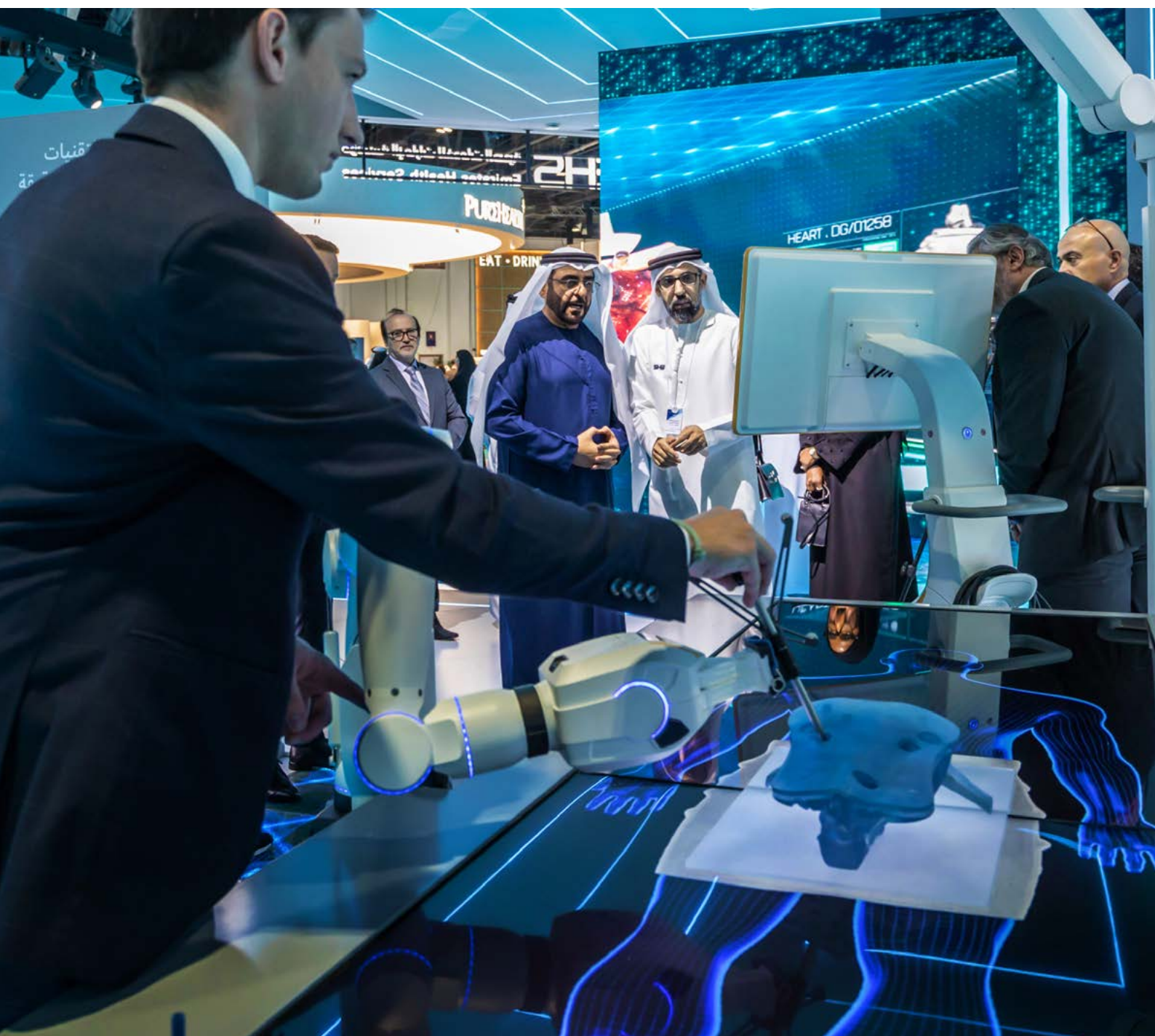
Medical Tourism is on the rise again and the UAE is set to become a global hotspot with new initiatives being launched to

combine its high quality of life with expert medical offerings. Sustainable healthcare is a need that healthcare providers are scrambling to fill to reduce their carbon footprints and achieve zero-emission lifecycles.

Personalised healthcare requires more than just new technologies but also a shift in thinking from the ground up.

A cure for HIV is just around the corner if we combine our technological and data-driven insights with the R&D to provide from genome research.

Remote healthcare treatment options are essential for a fully functional healthcare ecosystem, and to create optimal patient care on-site.



# Get in touch with us

## Editorial Team

### Deepa Narwani

Head of Editorial, Healthcare  
deepa.narwani@informa.com

### Farhana Chowdhury

Editor, Healthcare  
farhana.chowdhury@informa.com

### Fatima Abbas

Content Executive, Healthcare  
fatima.abbas@informa.com

## Sponsorship and advertising enquiries

### Bilal Saymeh

Head of Media & Marketing Solutions  
bilal.saymeh@informa.com

### Brandon Gajadhar

Account Manager  
brandon.gajadhar@informa.com

## Omnia Health Magazine advertising enquiries

### Roshal Solomon

Account Manager  
roshal.solomon@informa.com

## Marketing Enquiries

### Rebecca Shand

Content Marketing Manager, Healthcare  
rebecca.shand.ae@informa.com

## Subscribe to the Omnia Health Insights newsletter

For the latest articles, interviews and insights from the healthcare industry, sign up for the Omnia Health Insights newsletter. You will receive a bi-weekly round-up of the healthcare industry's trending stories and developments, delivered straight to your inbox.

[Subscribe](#)