



PASSPORT

OPENING THE GATES OF PROFESSIONAL DESTINATIONS



OCT 2020 #2

MEDICAL & PHARMACEUTICAL SECTOR

Intro | > 3

Agenda of Events | > 4

World Medical Association (WMA) | ASSOCIATION INTERVIEW | > 5

OIC Group | ASSOCIATION INSIGHTS | > 8

Adelaide | DESTINATION INTERVIEW | > 11

Australia | DESTINATION | > 14

European Federation for Colposcopy | ASSOCIATION INTERVIEW | > 19

Abu Dhabi | DESTINATION | > 22



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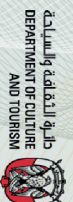
European Federation for Colposcopy
and Pathology of the Lower Genital Tract



WORLD
MEDICAL
ASSOCIATION



OIC
Group
OIC International
OIC Worldwide members



إدارة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



BUSINESS EVENTS
AUSTRALIA



Adelaide
Convention Bureau

HEALTHCARE

BY EMANUELA BARBIROGLIO - EDITOR

At 8pm every day, for months, the sound of a thunderous applause filled the streets of our cities while the pandemic reached its peak. Clappers were honouring physicians, nurses and all the essential workers who were too often sacrificing themselves for the society's well-being.

However, gratitude doesn't save lives and doesn't pay the bills either.

According to the World Health Organisation (WHO), a well-functioning health system responds in a balanced way to the population's needs and expectations by

- improving the health status of individuals, families and communities
- defending the population against what threatens its health
- protecting people against the financial consequences of ill-health
- providing equitable access to people-centred care

Of course COVID-19 put all countries through the wringer. However some were better equipped than others. So, how have healthcare systems worldwide been performing before the virus spread?

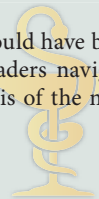
Published by the "Global Burden of Disease" in the medical journal The Lancet in 2016, the Healthcare Access & Quality (HAQ) Index ranks the healthcare systems of 195 countries and territories, as well as subnational locations in seven countries, from 1990 to 2016. Scores are on a scale of 0 to 100, with 100 being the best.

The researchers assigned the highest value of 97.1 to Iceland, followed by Norway (96.6) and the Netherlands (96.1), the lowest to the Central African Republic (18.6), only preceded by Somalia (19) and Guinea-Bissau (23.4).

It would be tricky to evaluate this year's performances. Needless to say, we had the chance to perceive the importance of doctors and this is where hope for a change lies.

For more investments, stronger solidarity, better use of data and digitalisation, a science communication that can be genuinely democratic, and people-centred healthcare systems.

When we planned our 2020 topics, we didn't expect this would have been as relevant as it became. This Passport is here to help readers navigate the pharmaceutical and medical sectors at a time when it is of the most importance.





GLOBAL MEDICAL EVENTS & WEBINARS 2020-2021

Event	Date	Destination
7 th Global Summit on Heart Care and Diseases	19-20 November	Webinar
3 rd Annual Conference on Epidemiology and Public Health	23-24 November	Webinar
World Medicine Congress	25-26 November	Webinar
2 nd International Conference on Biomedical, Bio Pharma and Clinical Research	03-04 December	Webinar
International Conference on Cancer Treatment and Prevention	14-15 December	Webinar
12 th International Conference on Clinical and Medical Case Report	15-16 January 2021	Webinar
International Conference on Neuroscience and Addiction Therapy	17-18 March 2021	Osaka, Japan
7 th International Conference on World Pediatric Congress	25-26 March 2021	Amsterdam, Netherlands
10 th World Congress on Addictive Disorders & Addiction Therapy	06-07 September 2021	Berlin, Germany



“WE ARE FAR FROM BEING PREPARED FOR ANY REAL DANGEROUS OUTBREAK”

Founded in 1947, when physicians from 27 different countries met at the First General Assembly in Paris, the **World Medical Association (WMA)** is an international organisation representing doctors worldwide. It was created to ensure their independence and to work for the highest possible standards of ethical behaviour and care at all times.

HQ Passport spoke with **Dr. Miguel Jorge**, president of WMA, about current challenges and the importance of medical events.

You have scheduled the next work meetings (WMA Council Session and General Assembly) for the cities of Porto and Córdoba, this year. What are you looking for in a destination when it comes to holding the next event?

We are looking for conference venues that allow a seamless organisation of our meetings. Such places should be reachable within a reasonable amount of time from a major international airport, they should be safe and ideally offer a good value/price relation.

In the latest annual work report, the organisation touches on important issues like universal health coverage, workforce, migrations and human rights. From a political point of view, what are the regulations and the social model that you advocate for an ideal health system in 2020?

The WMA does not favour a specific type of a health care system. However, a health care system must be truly universal: it should cover all medical and health provisions that are appropriate to deal with a real medical demand, at a good quality and in a timely manner. It should cover this for all people who need and wish those services. Nobody should be financially damaged by health care costs, which does not mean that health care does not cost money. However, at the point of service, financial capability must not matter. It is a government task to provide for such a health care system, regardless whether it is state-run, social insurance based, private or mixed.



The WMA is adamantly opposed to the practice of euthanasia and assisted suicide, due to medical ethics and the vocational essence of the profession. Could there be a common ground in the discussion between ethical principles, scientific progress and progressive ideas?

Killing patients is neither a scientific advancement nor liberal, and certainly not progressive. It is the opposite. Modern medicine allows us to care for patients and accompany them during their last phase of life. When life comes to its end, it is the role of the physician to alleviate pain, anxiety and suffering. That is why we advocate making palliative care available for all persons who need it.

The WMA brings to the table more than 112 medical associations among other partnerships with the World Health Organization, government agencies or regional bodies. What are the major challenges, differences and advantages of managing an umbrella of this importance and extent?

Since its foundation in 1947, the WMA has been the global platform to develop medical ethics or medical deontology. With the Declaration of Geneva, we have provided the modern successor to the Hippocratic Oath. Our International Code of Medical Ethics has served in many countries as a blueprint for the national professional codes. Our Declaration of Helsinki is the global core document, regulating ethical conduct when doing medical experimentation with human beings. Finding and agreeing with our common values and framing them in ethical principles, which are acceptable and applicable in all countries, is the big challenge we deal with. So far, we have been quite successful.

The COVID-19 outbreak altered the normal dynamics of a world that was no longer used to a threat on this scale - contrary to what history teaches us. Is the current pandemic a sample of what the future holds?

A good portion of realism helps. We have far bigger health threats than COVID-19 permanently with us: influenza, tuberculosis, HIV-AIDS, malaria, even rabies kill many more people every year than COVID-19 most likely will do. The health effects of air pollution, and climate change are much bigger health problems. And other man-made problems like traffic accidents, smoking or alcohol consumption, the inequalities that we tolerate, etc... all outweigh the loss of lives due to the current outbreak by magnitudes. That does not mean that we don't have to take COVID-19 seriously. On the contrary, it is now important to learn. Learn how to fix our supply systems for medical goods, medicines and other essential items. How to contain epidemics, and where we make the situation even worse with constraints. If there is a scary thing, it is understanding that we are far from being prepared for any real dangerous outbreak.



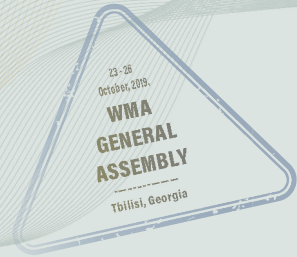
What can we predict about the potential and impact of digitalisation, augmented reality, big data, machine learning or nanotechnology for the evolution of medicine and healthcare? Is there a risk that the creator will be dominated by the creation itself?

We embrace the technological developments very positively. We see the chances for a better medicine and a better healthcare. But any new technology needs careful and deep ethical analysis. Not everything that can be done should be done and we work to bring rules to the digital world that help us protect our common values and especially human dignity. We may not be dominated by our creation, but we may fail by our mistakes. We will focus our attention on making the new technologies fostering the patient-physician relationship and not getting in its way.

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 MORE INFORMATION

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THE IMPORTANCE OF TRUST AND PARTNERSHIP IN ASSOCIATION MANAGEMENT

At the helm of **OIC Group**, the new generation led by the managing directors Irene Serio and Nicola Testai are bringing fresh energy and new ideas to lead the company for the future. As a PCO with over four decades of experience, knowledge and expertise, and one of the very first in Italy, OIC Group's core business is organising and managing events and congresses of all sizes across the globe. Over these years, OIC Group has established itself as a leader and a key player in the Meetings Industry: this has been the result of careful strategic planning, investment in human capital and meeting technology, as well as an overarching desire to provide their clients and stakeholders with quality.

The company is based in Florence, the heart of Italy, with over 100 professionals coming from different educational backgrounds and offering a vast variety of skills and knowledge. The teams are enriched by being diverse, multicultural and multidisciplinary. OIC Group has heavily invested in staff training and professional development by having staff members participate in world-class education and training seminars held by IAPCO as well as PCMA.

OIC Group's mission is to "create value for our clients by anticipating trends and working on unique solutions for our client's success". They say this is the motor, energy and drive behind how the company works.

"We achieve this result with our longstanding and new clients by taking the time to understand and grasp their vision," says CEO **Testai**. "And then, through our seamless teamwork, knowledge and skills, we ensure that the vision becomes an all-round unique and memorable congress which exceeds expectations. We believe in the importance of face-to-face meetings and creating a partnership with all our clients. This is how we work".

The objective is certainly to assist and support delegates and all stakeholders, but there is also an evident desire to go beyond: by talking to senior account managers in the company, you can clearly perceive how important it is for them to understand the client's un-met needs, how they take on a role of advisor with a very hands-on proactive approach.



As a PCO, there are a whole range of services that OIC Group offers, from the more standard ones such as registration and abstract management -in which the company is introducing a range of new platforms and technologies in all shapes and formats to respond to client and association needs- to digital communication activities, to offering clients full association management services. In recent years, OIC Group launched a communication agency in Milan and this move gives end-to-end support to the core business, with a new angle and perspective on technologically and digitally advanced communication projects, which is certainly a plus for clients.

In the ever-changing landscape of meetings and congresses, association management services are of paramount importance. The bottom line is the quality of the partnerships that are carefully built with the associations. That partnership needs to be built on an essential ingredient: trust. The associations need to trust that they're not just in good hands, but in the best hands. This is the solid foundation that sustains a winning strategy. If trust and a solid partnership-foundation have been built, it will facilitate moving seamlessly forward with all the various aspects of association management. Through careful analysis, trust, understanding and partnership, we will ensure that the association moves from the shadow to the spotlight. The teams in OIC Group are there to support and guide the client in a planned and structured manner, offering insight, expertise and inspiring ideas.

“We have teams that can acknowledge and fully embrace the association’s needs,” Testai says. “Our specialist staff analyse the association’s status quo and begin working on the actionable steps to achieve both short and long-term goals. They need to look after the association and strategically understand how each step will align to the association’s long-term vision and how the association can and will reach its full potential. This is powered by creating partnerships and building... guess what? Trust”.

OIC Group manages on a regular basis several Italian and international associations. The list is made of associations from a variety of medical fields such as cardiology, orthopaedics, ophthalmology, oncology and dental hygienists, just to name a few. Some of the most important Societies with which OIC Group has partnered over the years are GISE (Italian Association of Interventional Cardiology), SIGASCOT (Italian Society of Arthroscopy, Knee, Upper Limb, Sports, Cartilage and Orthopaedic Technologies), AO Spine (the global academic spine community) and the EGS (European Glaucoma Society).

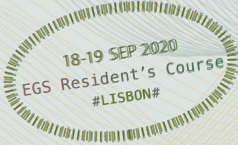
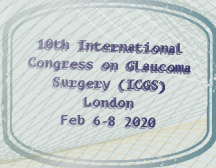


At the time of writing, Italy as well as most of the world was in lockdown due to the COVID-19 pandemic. Due to this crisis, OIC Group worked alongside all of its clients in order to provide online and virtual alternatives to the physical events.

The 3,500 people European glaucoma biennial congress, now rescheduled for the end of this year, is already an exceptional achievement, as most congresses and events have been moved to 2021 (even the Tokyo Olympics). The EGS Congress has been rescheduled from May to December 2020 and will still be taking place in the city of Brussels. Most importantly, it will still offer its delegates the high-end quality program which is expected from one of the most important scientific societies in this field, in the world. This has all been possible, as trust and foundation-partnership were solid and in place, enhancing synergy and dialogue to enable us all to move on.

MORE INFORMATION

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ADELAIDE: THE MEDICAL HOTSPOT IN ASIA PACIFIC

Adelaide has long since established itself as a preferred destination for Health and Pharma congresses in the Asia Pacific region. The capital of South Australia enjoys this status based on an internal collaboration between stakeholders, a strategic commitment to innovation and research and strong economic clusters in life sciences and biotechnology. *HQ Passport* interviewed **Damien Kitto**, CEO of **Adelaide Convention Bureau (ACB)**, on how to attract business events that can really drive the economy of South Australia.

Can you please explain to our readers what makes Adelaide the ideal location for life sciences research and one of the go-to-places for medical investment in the country?

Adelaide has already been proven to be an incredibly well-positioned and connected destination for life sciences research and medical investment. This connection comes in two parts: the city's deliberate design to embrace economic growth through advanced technologies, and the collaborative *ethos*.

In the city centre and just 15 minutes from the airport, we have a dedicated modern space that was developed specifically to deliver the largest cluster of medical and life sciences buildings in the southern hemisphere. Known as Adelaide BioMed City, it encompasses the newly built Royal Adelaide Hospital - a state-of-the-art hospital and a centre of innovation - with, as one example, automated robotics delivery of patients' medication. Next to the hospital is the South Australian Health Medical Research Institute (SAHMRI), home to more than 600 researchers who work to solve today's most complex medical questions. Adjacent to SAHMRI are major buildings of two leading universities. These were developed to embrace the future of learning, with a particular focus on innovative ideas and the business community.

What was the key to this joint collaboration?

The key to this proximity isn't just the medical communities being located so closely, but rather the city planners envisaging the value of having the medical community literally next door to the business events community. This connection is as easy as simply crossing the terrace to the recently expanded and upgraded Adelaide Convention Centre.

Proximity is key to collaboration. Adelaide BioMed City has achieved this with over 10,000 physicians, clinicians, researchers and students all at walking distance from each other. All staff were employed to

focus on collaboration to drive innovation. It is also worth noting that Adelaide has even more to offer than the collaborative BioMed City. Just 20 minutes south is Tonsley Innovation District, which is another key example of how business and universities can work together to develop medical solutions within an environment that can assist commercialisation of innovation. Our combination of proximity and willingness to collaborate showcases how Adelaide attracts more and more like-minded individuals.

This supports our business events because we have industry experts available as keynote speakers, it boosts knowledge transfer and, most importantly, it gives the ACB a connection to recognise the most applicable advanced technology to bring to Adelaide.

The extent of medical events on Adelaide’s agenda is remarkable, from nursing to paediatrics, disease prevention or pharmaceutical. How do you plan to bid for more and support event planners during the COVID-19 era?

There is no doubt that COVID-19 is going to sadly impact business events for a long time to come and the full disclosure isn’t yet known. Given Australia’s international borders are temporarily closed, and domestic borders are only just reopening, we believe that national and international business events on a large scale will not recommence here until 2021.

We are supporting our industry members strongly and used the ACB’s convening power to develop Australia’s only state end-to-end COVID SAFE management plan. We are proud of being able to do that for our members, as they can market us as a safe place for delegates to eventually travel to. We are working side by side to ensure they are ready for recovery and understand the requirements of COVID SAFE management plans.

The ACB’s remit is to assist drive economic recovery. This means focusing on knowledge transfer. Real innovation and real collaboration come from those serendipitous moments that a conference can deliver.

Until recently, health and social assistance accounted for about 13% of the state’s average annual employment. How crucial is it to maintain a flow of human resources and know-how made possible by meetings and incentives?

Adelaide was really forced into a change in its specialities, away from heavy manufacturing such as cars to advanced technologies such as life sciences research and medical investment and into space and defence. Adelaide is also constantly rated as having some of the best living



conditions in the world with our quality of life, climate, affordability and wide-open spaces really second to none. These are very attractive incentives to relocate here. Quite a few of the BioMed City staff have migrated to Adelaide after seeing it first, as one of our conference delegates.

How has your convention bureau deployed the expertise that comes from R&D local institutes, health schools and colleges - such as SAHMRI, the University of Adelaide or the Cancer Research Institute?

First, we work assiduously and successfully to attract international and interstate business events that 'fit' with the technology pillars the state government has concentrated on, such as health. Having the institutions we have, like SAHMRI, represents an enormous marketing advantage for life sciences and medical innovation conferences. It makes delegates keen to commit to coming here. That will restart as soon as globally COVID-19 is under control and we have conferences booked or in the bid process out to 2028 now. It should be stated that Adelaide has to date been almost COVID-19 free except for returning travellers who are quarantined. It is indeed everyone's wish that the amazing work being undertaken by the sector leaves a lasting social legacy. That is what drives the sector.

MORE INFORMATION

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ATTRACTIVE MEDICAL AND PHARMACEUTICAL SECTORS

Home to some of the world's leading scientists, physicians and healthcare providers, Australia has a tradition of excellence in medical research, its biotech sector is thriving and, likewise, the pharmaceutical industry is one of its most innovative industries.

Some ground-breaking scientific discoveries such as the HPV vaccine against cervical cancer, and an antiviral drug used around the world to prevent or shorten the duration of flu infections, have been made in Australia. No wonder that, over the past decades, the country has attracted billions in global investment for research and development.

On top of that, in January, scientists from The Peter Doherty Institute for Infection and Immunity in Melbourne, were the first outside China to grow the 2019 novel coronavirus from a patient sample, providing crucial information to help combat COVID-19.

A clear attest of how Australia's network of laboratories and public health authorities are effectively working together. It shouldn't come as a surprise that the country said it will secure almost 85 million doses of a coronavirus vaccine if two promising trials prove successful.

New technologies also have an impact on health and medical services and to meet some of these challenges, the Australian government is investing in research and technological innovation through the Medical Research Future Fund. From digital health technologies to automated health and diagnostic services, advances in medical science are set to completely change health care and Australia is ready for it.



High-skilled and high performances

Australia is in the world's top five in biotechnology innovation.

There are currently 1,654 verifiable life sciences organisations in Australia employing over 200,000 people.

The two largest areas of the sector are industry and research institutes, employing 30% and 28% of the entire life sciences workforce respectively.

Almost 70% of life science organisations in Australia are involved in health and biomedical research.

140 of Australia's life science companies are Australian Securities Exchange-listed and in 2017, medical technology and digital health comprised the vast majority.

According to a report by Frost & Sullivan, more than 1,000 research projects covering medical devices, pharma and biotech have recently been conducted, totalling US\$1 billion.

Adelaide (South Australia)

Global health companies are choosing Adelaide as their destination for research and development due to significant incentives encouraging companies to develop new products and services. At the centre of the ecosystem is the Adelaide BioMed City, which brings together research, education, clinical care and business development in one location.

Adelaide BioMed City is a hub for health and life sciences. It co-locates institutions from research, education and clinical care in a precinct in the heart of Adelaide. "Our mission is to be a globally recognised partnership leading in research, education, clinical care and population health," they said. "Our goal is to build an impact, leverage investment and inform evidence-based healthcare and innovation in ways that could not be achieved separately."

Melbourne (Victoria)

Victoria exported around 47% of Australia's total pharmaceutical products worth more than A\$1.5 billion (US\$1.1 billion) in 2016 alone. The commercial medical technologies and pharmaceutical sector employs more than 21,000 highly skilled people and generates more than A\$12.7 billion in revenue. The whole region is one of the world's leading locations for research and trade in medical technologies, biotechnology and pharmaceuticals. It is home to a vibrant commercial sector, key R&D infrastructure and advanced manufacturing expertise making it a highly sought-after destination by global companies. The commercial sector includes more than 180 companies based there, including 61 ASX-listed





companies with a combined market capitalisation of A\$60 billion (US\$43 billion). With its companies connected to all major international markets, there are economic opportunities for Victorian companies to develop and manufacture new drugs, devices and digital health solutions that will shape the future of healthcare.

Melbourne's globally recognised medical technology, biotechnology and pharmaceutical organisations offer significant opportunities for migrants looking to build their careers, and conduct trade and investment activities. The city is a premier location for clinical trials, building on a strong foundation of talent, world-class infrastructure and a vibrant culture of collaboration. Its international reputation for superior quality and cost competitiveness is based on its strong base of highly skilled professionals, a concentration of world-class research institutes and Victoria's robust intellectual property and efficient regulatory systems.

Sydney (New South Wales)

At the core of Australia's life sciences and health sector, the New South Wales government has an operating health budget of more than A\$20 billion, with more than 228 hospitals and 114,000 equivalent full-time employees. In addition, most of the global pharmaceutical and medical device companies operate in Sydney, with extensive local and foreign investment. The regional government also invested in creating state-of-the-art health infrastructure with a record A\$8 billion committed to major capital programs between 2018 and 2022. NSW Health will also bring to the surface more than A\$500 million in eHealth initiatives to ensure that technology continues to support the delivery of health services, from 2018 to 2026.

Sydney is home to most of Australia's biotechnology companies, including local representatives of giant biopharmaceuticals like Pfizer, AstraZeneca, Bayer and Eli Lilly. The NSW Medical Devices Fund receives A\$8.2 million funding annually to encourage investment in the development and commercialisation of medtech devices. The region hosts the NSW Medical Technology Knowledge Hub, a vehicle for collaboration between academia, industry and government.

As the capital of New South Wales, Sydney continues to strengthen its place in the health sector, securing important strategic international events and investing in its **Business Events Sydney** (BESydney) health bid team. The city is positioning itself as a leader in the health sector, taking significant steps to improve the quality of life for people around the world and creating an ecosystem conducive to the work of associations in the country.



Facts and Figures

- The pharmaceutical industry remains Australia’s most valuable hitechnology exporter.
- Healthcare is the largest sector of the Australian economy at 10 per cent of GDP and the country’s biggest employer, making up around 13 per cent of the working population.
- The global digital health market has been predicted to reach US\$505.4 billion by 2025, up from US\$86.4 billion in 2018. Within this forecast, the Asia-Pacific region is expected to be a key region in the future.
- As an industry, the medicines sector employs over 23,000 workers in Australia and currently invests more than A\$9 billion into the local economy.
- According to the 2020 “Best Countries” report, Australia ranks eighth in the Best Health Care System in the world.

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MORE INFORMATION

adelaidebiomedcity.com

australia.com/businessesvents





“WE ARE STRIVING TO IMPROVE OUR COMMUNICATION CHANNELS”

The principle of a **European Federation for Colposcopy (EFC)** was conceived by Joe Jordan (UK) and Renzo Barrasso (France) in Krakow in 1995. At the subsequent meeting of the International Federation for Cervical Pathology & Colposcopy (IFCPC) in Sydney in 1996, representatives of various societies agreed that a European Federation for Colposcopy should be considered. The EFC was officially founded in 1999 with its original member countries: UK and Irish Republic, France, Spain, Portugal, Italy, Austria, Germany, Netherlands, Poland, Greece, Yugoslavia, Czech Republic and Israel.

The federation has four objectives:

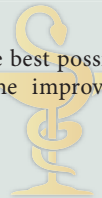
1. Promote the best possible standards of colposcopy in Europe
2. To agree minimal standards of training for colposcopy in Europe
3. To agree minimum standards for treatment of CIN in Europe
4. To support the International Federation for Cervical Pathology and Colposcopy (IFCPC) in its aims to promote colposcopy worldwide

HQ Passport asked the EFC Board how they want to achieve them.

How would you define your work?

The aim of cervical screening is to detect very early changes in the cervix, years before these progress to cancer. By detecting and treating so-called precancer, we can reduce the number of women who develop - and die from - cervical cancer. An abnormal screening test doesn't necessarily mean that there is an abnormality. Colposcopy involves the close examination of the cervix by trained colposcopists, who can identify abnormalities and treat these appropriately. Any country with a cervical screening programme also has a colposcopy service to ensure safe investigation and treatment.

From the outset, the mission of the EFC is to promote the best possible standards of colposcopy in Europe, by introducing the improving training and promotion of quality assurance.



How many women need this kind of service?

The proportion of screened women who are referred to colposcopy will partly depend on the national cervical screening guidelines and cervical cancer incidence; i.e. how long the screening programme has been in operation, which will vary from country to country. However, in general about 1-4% of women invited for cervical tests will end up being referred to colposcopy. Similarly, the number of clinicians performing colposcopy varies between countries for a variety of reasons: in some countries, colposcopy is routinely performed as part of a gynaecological examination and can be undertaken by any general gynaecologist rather than one who has additional training. In some countries, completion of a recognised training programme and passing an assessment of colposcopy knowledge and skills, is a prerequisite to provide colposcopy.

What are your main projects now?

Recently the EFC has been coordinating a collaborative European-wide consensus statement on essential colposcopy, and has also undertaken several surveys concerning clinical guidelines. We have organised a number of basic and advanced colposcopy courses, as well as training the trainers courses.

We host a scientific European Congress every two years and run annual satellite meetings to drive our agenda. In addition, we are striving to improve our communication channels for awareness and educational purposes. Ideally, our new Twitter and Facebook accounts will become a useful platform for European colposcopists.

What is the biggest challenge you are facing at this moment? How do you plan to overcome it?

Viruses! As with the rest of the world, we are having to consider how to manage and respond to the overwhelming challenges imposed by the current pandemic, which threatens to seriously curtail cervical screening. Prior to the pandemic, our biggest challenge was how colposcopy services best respond to the challenges posed by primary human papillomavirus (HPV) screening, especially in an HPV vaccinated population. HPV vaccination of young women, and men, is very effective in reducing cervical cancer but the elimination of this cancer requires the combination of vaccination under age 15 and cervical screening after age 30.

The EFC is uniquely placed to effectively share information and help form opinions that in turn can influence practice. This is as relevant in the current crisis.



What is your message for our readers?

The EFC is an effective clinical expert group that represents colposcopy throughout Europe. Women should be able to know that any colposcopy service they use is safe and effective. Through consensus, European Federation for Colposcopy has developed a competence-based core curriculum, developed training guidelines and performance standards and has produced a number of significant publications. It has an excellent track record for collaborating with other clinical groups with a view to improving the quality of colposcopy throughout Europe.

MORE INFORMATION

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19-20 May 2018
EFC - GSCPC Advanced
Colposcopy Course
#Georgia#

19-20 April 2018
EFC-LGDSA Baltic
Colposcopy Conference
Riga, Latvia

EFC Satellite Meeting
and Training the
Trainers
15-16 December 2017
Brussels





A GLOBAL HEALTH PROVIDER IN THE ARABIC GULF

Since 2015, there has been a 44% growth in the number of healthcare facilities in Abu Dhabi, a testament to the success of the healthcare system in the Emirate.

Abu Dhabi has an ambitious plan to deliver premium, world-class healthcare services to the community in line with the 'Healthier Abu Dhabi' strategic vision.

By adopting internationally accredited industry practices that are currently being implemented in the primary care sector, Abu Dhabi continues to deliver world-class healthcare services to citizens and residents of the Emirate. In order to maintain a patient-centred healthcare system, the majority of healthcare requests in the Emirate is funnelled through primary care providers. Abu Dhabi is licensing a greater number of primary care facilities that will be the first port of call for patients looking to receive more comprehensive, reliable and personalised medical treatment.

It is expected that primary care centres will help build a stronger patient-doctor relationship. Abu Dhabi has focused its efforts on enhancing the healthcare offering in the areas of disease prevention, health and wellness, patient counselling and diagnosis and treatment of acute and chronic illnesses. As of today, there are 126 primary care centres offering community members more personalised healthcare services.

Health statistics for 2020 shows growth in the Emirate's healthcare facilities, with a total number of 3,080 facilities that includes 65 hospitals, 1,772 medical centres and clinics and 877 pharmacies. There are 53,871 skilled healthcare professionals working in the healthcare sector, with 9,924 physicians, 2,327 dentists, 27,300 nurses or midwives, 10,054 allied health professionals, 4,196 pharmacists and 70 alternative medicine practitioners.



Abu Dhabi Quality Index- Jawda: Framework for Quality of healthcare

JAWDA, made of 51 indicators that focus on clinical outcomes and patients' safety, is an Abu Dhabi Quality Index Framework; Jawda, was established to contribute towards achieving Abu Dhabi's vision in delivering high quality services in the healthcare sector. It is made of multiple indicators that cover various quality domains including: safety, effectiveness of care, timeliness of service delivery, access, patient experience, and sustainability of care; with a set of quality and access measures within each area to achieve patient centric care at world-class standards. Abu Dhabi continues to prioritise and ensure the quality of the patient experience, by continually enhancing services and medical expertise across the board dynamically.

The journey started in 2014, when the Emirate developed and implemented the Jawda program; the robust world-class framework with few measures for safety and access. It was co-created with private and public healthcare providers based on best evidence-based international practices that ensure enhancing patients' medical journey. Today, the program contains more than 400 indicators and standards cross 9 dimensions that covers all healthcare quality domains measured globally. It includes stringent evaluation criteria to assess the performance of healthcare facilities, with the ultimate aim of delivering exceptional services to patients. This resulted in a significant improvement in the Emirate's patient safety, satisfaction and effectiveness of care, not only for Abu Dhabi residents but for international patients who seek medical care with high quality and remarkable experience. Moreover, it contributed in attracting renowned organisations interested in research and improving healthcare quality globally.

Looking at the future of healthcare

Abu Dhabi is fast becoming a global technology hub for startups from all over the world. A place for growth opportunities, where innovators can turn their ideas into reality through support, state-of-the-art infrastructure and access to a broader ecosystem.

HUB71 is a world-class innovation ecosystem which offers access to all required resources and innovators across all industries for cross-industry projects. It is an open space of passionate talents in an energised environment sharing insights and learning together to produce digital health solutions. At the same time, HUB71 hosts a HealthTech incubator/accelerator operated by the Department of Health and partners such as PlugAndPlay; fostering a pioneer health technology industry in the emirate of Abu Dhabi.

The hub is a platform for open innovation that provides health-related resources and knowledge to support HealthTech startups in accelerating innovation.



A wide variety of national and international HealthTech startups currently operate in Abu Dhabi. Some offer technology-based patient services, others focus on cellular therapeutic, big data in healthcare, or improvement of quality, patient satisfaction and efficiency in healthcare operations. Many of them were enabled to conduct their first Proof of Concept in Abu Dhabi, being connected to a variety of partners, access to network and resources and supported in regulation, while others were linked to sources of funding or supported to scale their business beyond Abu Dhabi.

Public and Private facilities working to deliver high level of quality healthcare services

Despite having strong government operated healthcare facilities services, 78% of healthcare facilities in Abu Dhabi are privately-operated and the private sector continues to be an important and strategic partner in the development of the healthcare sector. This is a mature, adaptable and advanced system aligned with best practices with its international healthcare counterparts. It is progressively growing and witnessing new regulations, expansions and innovations being implemented to further enhance its overall quality.

As Abu Dhabi healthcare sector is set to continue its impressive growth, opportunities for new international partnerships are undoubtedly unbound. The Emirate of Abu Dhabi plays a chief role in the national healthcare landscape by bringing more investments and attracting key players in the industry to the region, and to Abu Dhabi emirate in particular.

Abu Dhabi has attracted a number of international, multispecialty health facilities such as Cleveland Clinic and Imperial College London Diabetes Center. In addition to our locally based healthcare providers, these international facilities offer world-class healthcare services that can accommodate patients who require surgical and specialised treatment.

A recent example was signing a joint venture with Mayo Clinic Hospital to operate Sheikh Shakhbout Medical City, the largest and most advanced hospital in the UAE. This venture comes in line with a drive to adhere to the highest standards of healthcare, aiming to position Sheikh Shakhbout Medical City as a globally recognised medical centre.

To further enhance the quality of healthcare services, Abu Dhabi is working on recognising healthcare facilities as Centres of Excellence - those that provide specialised and distinguished programs with exceptionally high level of expertise and multidisciplinary resources focused on particular service lines and/or services delivered in a comprehensive, interdisciplinary fashion to achieve the best patient outcomes possible.

Malaffi: Leading the region in Health Informatics

Malaffi, the region's first Health Information Exchange platform, is a significant milestone in Abu Dhabi's ongoing efforts to transform the delivery of healthcare in the Emirate through the use of advanced technologies. Malaffi facilitates the real-time secure exchange of a patient's health information between healthcare providers through a centralised database of patient records. Abu Dhabi has developed this platform to centrally and efficiently store, exchange and analyse the enormous amount of data that is being created in the healthcare system every day. The platform connects more than 2,000 public and private healthcare providers in Abu Dhabi and provides services to more than 3 million patients. The implementation of Malaffi will further enhance the healthcare quality and ensure continuous delivery of exceptional healthcare services to both locals and residents alike.

AI Lab

The Artificial Intelligence (AI) Lab by the DoH aims to foster a new culture, mindset and ways of working for innovators in healthcare. It provides a medium for fuelling innovation and coaching idea-owners and innovation teams in bringing their ideas to fruition. The AI Lab is a safe space for co-creation, allowing the people of Abu Dhabi to develop and test innovative ideas infused with the latest technologies and aligned with Abu Dhabi's technology and innovation agenda. It is a collaborative initiative realised through a partnership between academic institutions, technology leaders, innovation-driven enterprises, and government entities. The lab is positioned to operate from the inside out and the outside in. It is uniquely designed to cross the industry borders to collaborate with unusual partners to create new value for the population of Abu Dhabi. One of the flagship solutions born out of the lab is "My Health Coach." It's an AI-powered wellness platform that leverages data from different sources for better health outcomes.

Foresight's for Health

Abu Dhabi's Department of health had incepted on its premises an institutional capability to look beyond the obvious, to enhance its resiliency, to exploit emerging opportunities, and mitigate risks. The foresight capability is well-integrated into planning, strategising, and innovation processes. The future thinking produced by foresight anticipates the multiple pathways the future could unfold to inspire and solicit immediate action today. Long-term planning is essential in healthcare considering the current volatile, uncertain, complex, and ambiguous world. Leveraging this asset for healthcare ensures better navigation of the future.

Digital Health

Abu Dhabi's digital health ambition is focused on achieving a Healthier Abu Dhabi by realising a personalised, insight-driven and value-based system to deliver state-of-the-art, pervasive and preventive care and well-being — anytime, anywhere. The Model of Care will undeniably and significantly change over the next 30+ years, evolving from a digitally-enabled model to a model where well-being would be oblivious and permanent. In order for Digital health to fulfil its promise, certain enablers will need to be available, these include infrastructure for data, capable workforce, investments in innovation and research, a fresh look into funding and financing, and the right governance structures. Abu Dhabi has already started to create value from the wealth of data in the health sector for the well-being of its population.

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