



THESE ARE ARTISTS

# HEAL FORUM

## CONFERENCE 2023

INTERCONTINENTAL DUBAI FESTIVAL CITY HOTEL, DUBAI, UAE

19, 20, 21 MAY 2023



FOR HEALTHCARE PROFESSIONALS & AFFILIATED ENTITIES



# CONTENTS OF CATALOGUE

03

Welcome  
Message



06

About  
VIATRIS™



07

HEAL  
Philosophy



08-09

The Challenge  
of NCDs



14-15

Forum Calendar &  
Scientific Programs



30-31

Exhibition  
Avenue



Work in Progress

32-33

Our  
Partners



36

Forum  
Access



# FOREWORD

The Gulf, Levant, and Iraq regions are facing an increasing burden of communicable and non-communicable diseases (NCDs) that threatens the health and wellbeing of their populations. According to the latest data, NCDs account for 79% of all deaths in the Middle East and North Africa region.

In line with the comprehensive patient journey, significant endeavors have been made to enhance public awareness and implement preventive measures in the region. Despite the progress made in screening, diagnosis, and management, obstacles continue to arise, such as limited access, inadequate quality, and lack of standardization. Additionally, poor adherence to medication is a significant challenge in the management of NCDs in the Gulf, Levant and Iraq regions.

HEAL Forum Conference 2023 is dedicated to promote standardized prevention and management of care across patient journey. By harnessing the power of innovative technologies and promoting education and collaboration, Viatris aims to make significant strides towards improving patient outcomes and reducing the burden of NCDs in the region.

Through a comprehensive program of symposia, masterclasses, experts' meetings and more, HEAL Forum Conference 2023 striving to provide physicians, pharmacists, nurses, payors and researchers with the tools they need to better manage NCDs and improve the standard of care for their patients.

**Dr. Urooj Siddiqui**

Medical Director  
Gulf, Levant & International Trade Business Clusters,  
Viatris







**Tamer Elsallab**

Head of Gulf and Levant Countries,  
Viatriis

It is my pleasure to announce the HEAL Forum Conference 2023, the unparalleled educational platform spearheaded by Viatriis that aims to tackle the pressing challenges surrounding the management of chronic noncommunicable diseases (NCDs) in Gulf and Levant countries.

The economic burden of NCDs in the Gulf region has been staggering. However, through partnerships and collaborations, we can identify innovative solutions that can mitigate this burden and transform the landscape of healthcare for patients living with NCDs.

At Viatriis, our goal is to bring together diverse stakeholders from the international, regional, and local healthcare communities to explore novel ways to tackle the challenges surrounding NCDs capitalizing on innovative breakthroughs.

Being together in HEAL Forum Conference 2023, we can be a part of this remarkable journey towards a healthier and more prosperous life. Let's create a sustainable healthcare ecosystem, where patients can receive the care they deserve, and both health and economic burden of NCDs can be mitigated.

It is my pleasure to welcome you to HEAL Forum Conference 2023. This year's conference is an opportunity for us to come together to tackle one of the most burning issue which our region is facing the burden of communicable and non-communicable diseases (NCDs) on our economies and communities in Iraq and neighboring countries.

As leaders in respective industries, it is our responsibility to take action to address this challenge and make a meaningful impact on the lives of those affected.

At HEAL Forum Conference 2023, we will focus on updated scientific data as well as sustainable digital solutions that can revolutionize the way we approach NCDs, improving patient outcomes and reducing the economic burden on our communities. We believe that this will require a collaborative effort from all stakeholders, including healthcare providers, policymakers, and industry leaders.

Viatis is committed to driving this change and is proud to partner with international, regional, and local entities to improve access to care and create a healthier future for all. Via multidisciplinary educational initiatives such as HEAL Forum Conference 2023, we can drive the change and mark a milestone on the way towards a brighter future.



**Osama Sewaras**

Head of International Trade Business Countries  
Viatis



# About VIATRIS™

Viatis was formed in **2020 through the combination of Mylan and Upjohn, a legacy division of Pfizer**. By integrating the strengths of these two companies, we aim to deliver affordable and quality medicines for patients worldwide.

Our global portfolio includes best-in-class, iconic brand name products as well as global key brands; generics, including branded and complex generics; and over-the-counter offerings across a wide range of therapeutic areas. We are committed to helping create healthier communities worldwide through **education, outreach, and better access to treatment**.

## Mission

At Viatis, we see healthcare not as it is, but as it should be. We act courageously and are uniquely positioned to be a source of stability in a world of evolving healthcare needs.

## Viatis empowers people worldwide to live healthier at every stage of life through:

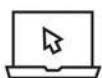
**Access:** Providing high quality and trusted medicines, regardless of geography or circumstance.

**Leadership:** Advancing sustainable operations and innovative solutions to improve patient health.

**Partnership:** Leveraging our collective expertise to connect people to products and services.

## Stay Connected

Follow us on one of these channels to stay up-to-date on the latest Viatis news.



[www.Viatis.com](http://www.Viatis.com)



**LinkedIn**  
Follow Viatis on  
LinkedIn



**Twitter**  
Follow us  
@ViatisInc



**YouTube**  
Subscribe to our  
YouTube channel



**Podcast**  
Subscribe to Viatis'  
Listen Well podcast

# HEAL Philosophy

**It's all about good health,  
everywhere for everyone!**

Viartis believes that health is the single most important thing for any individual and that in every living being there is a power to heal and stay healthy.

We aim to deliver the access to medicine, trusted partner for healthcare communities and provider of innovative solutions to improve patient health. Together we will make the world healthier through Oneness and Care.

HEAL... IS AN EDUCATIONAL CAMPAIGN OF VIATRIS GULF, LEVANT & ITB COUNTRIES



**Together, fueled by our shared commitment,  
we will make the world healthier**



HEAL FOR CARDIOVASCULAR  
DISEASES



HEAL FOR  
DIABETES MELLITUS



HEAL FOR  
MENTAL HEALTH



HEAL FOR  
RESPIRATORY DISEASES



HEAL FOR PAIN  
& RHEUMATOLOGY



HEAL FOR  
OTHER DISEASES





# Noncommunicable diseases (NCDs): The big challenge in public health



“ In EMR 150 million people are living with NCDs, among them 2.8 million deaths from the main NCDs and 50% deaths are premature, i.e., occurring before the age of 70 years<sup>1</sup> ”

“ Every 2 seconds, someone between the age of 30 and 70 dies prematurely from a NCD<sup>9</sup> ”

The overall prevalence of **cardiovascular diseases** in ME population was 10.1%, which is higher than the global prevalence of 4.2%<sup>2</sup>

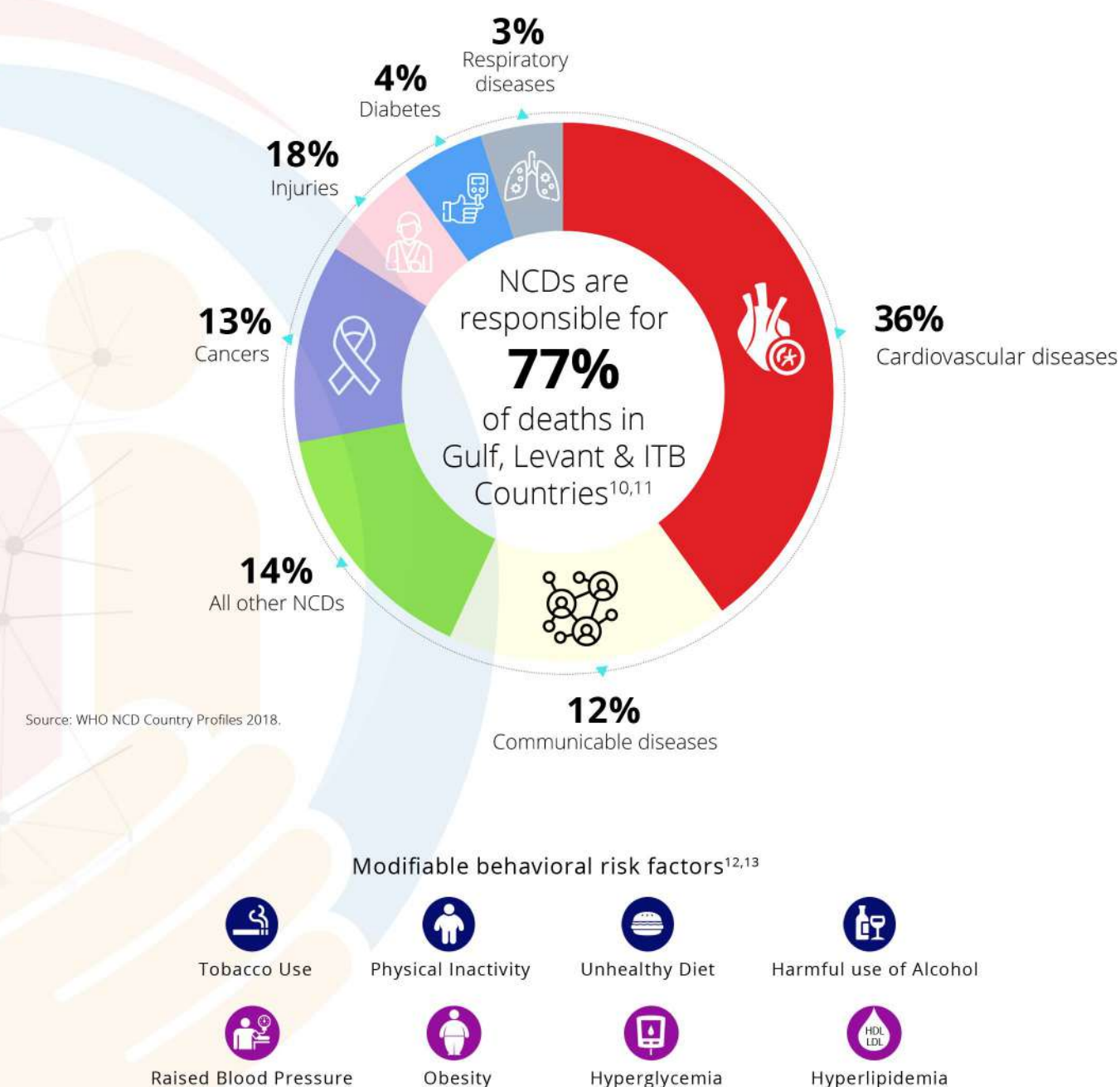
In EMR predominant **cancers in males** are Lung (10.4%), liver (8.4%), and prostate cancer (8%) whereas most **cancers in females** are breast (34.7%), colorectal (5.7%), and cervical cancer (4.6%)<sup>3</sup>

The prevalence of **depression** in the EMR is 14.8% followed by generalized **anxiety disorder** 10.4%, and **post-traumatic stress disorder** 7.2%.<sup>4-6</sup>

73 million adults aged between the ages of 20-79 years are living with **diabetes** in the IDF MENA region, out of which 27 million adults remain undiagnosed<sup>7</sup>

**COPD** in the MENA region is 3.6%, with rates ranging from 1.9% in the UAE to 6.1% in Syria<sup>8</sup>

**COPD:** Chronic Obstructive Pulmonary Disease; **EMR:** Eastern Mediterranean Region; **ITB:** International Trade Business  
**IDF:** International Diabetes Federation; **ME:** Middle East; **MENA:** Middle East and North Africa;  
**NCDs:** Noncommunicable diseases; **UAE:** United Arab Emirates



1. World Health Organization. Noncommunicable diseases. Available at: <https://www.emro.who.int/noncommunicable-diseases/diseases/diseases.html> [Accessed April 2023] 2. Bhagavathula AS, et al. Curr Vase Pharmacol. 2021; 19(4):379-89. 3. Pourghazian N, et al. EMHJ. 2019; 25(11): 767-768 4. Zuberi A, et al. Front Psychiatry. 2021;12:665019. doi: 10.3389/fpsy.2021.665019 5. Alzahrani O. J Int Med Res. 2020;48(10). doi: .1177/0300060520961917. 6. GBD 2015 Eastern Mediterranean Region Mental Health Collaborators. Inc/ Public Health. 2018;63(Suppl 1):25-37. doi: 0.1007/s00038-017-1006-1. 7. International Diabetes Federation. Diabetes in MENA. Available at: <https://idf.org/our-network/regions-members/middle-east-and-north-africa/diabetes-in-mena.html> [Accessed April 2023]. 8. Tageldin MA, et al. Respiratory medicine. 2012 Dec 1;106:S25-32. 9. Alzaabi A, et al. Med Res Arch. 2019; 7 (2).February Issue 2 Medical Research Archives 10. World Health Organization. (2018). Noncommunicable diseases country profiles 2018. Available at: <https://apps.who.int/iris/handle/10665/274512> [Accessed April 2023] 11. WHO NCD data portal.(2023). Available at: <https://ncdportal.org/CountryProfile/GHE110/ARE#risk-factor1> [Accessed April 2023] 12. World Health Organization. Global action plan for the prevention and control of noncommunicable diseases 2013-2020. (2013). [Available at: [https://apps.who.int/iris/bitstream/handle/10665/94384/9789241506236\\_eng.pdf](https://apps.who.int/iris/bitstream/handle/10665/94384/9789241506236_eng.pdf) [Accessed April 2023] 13. NCDs. WHO EMRO. Available at: <https://www.emro.who.int/noncommunicable-diseases/diseases/diseases.html>. [Accessed April 2023]



# HEALTH TIPS

**50+ WORLD-CLASS  
CONFERENCE  
FACULTY MEMBERS**

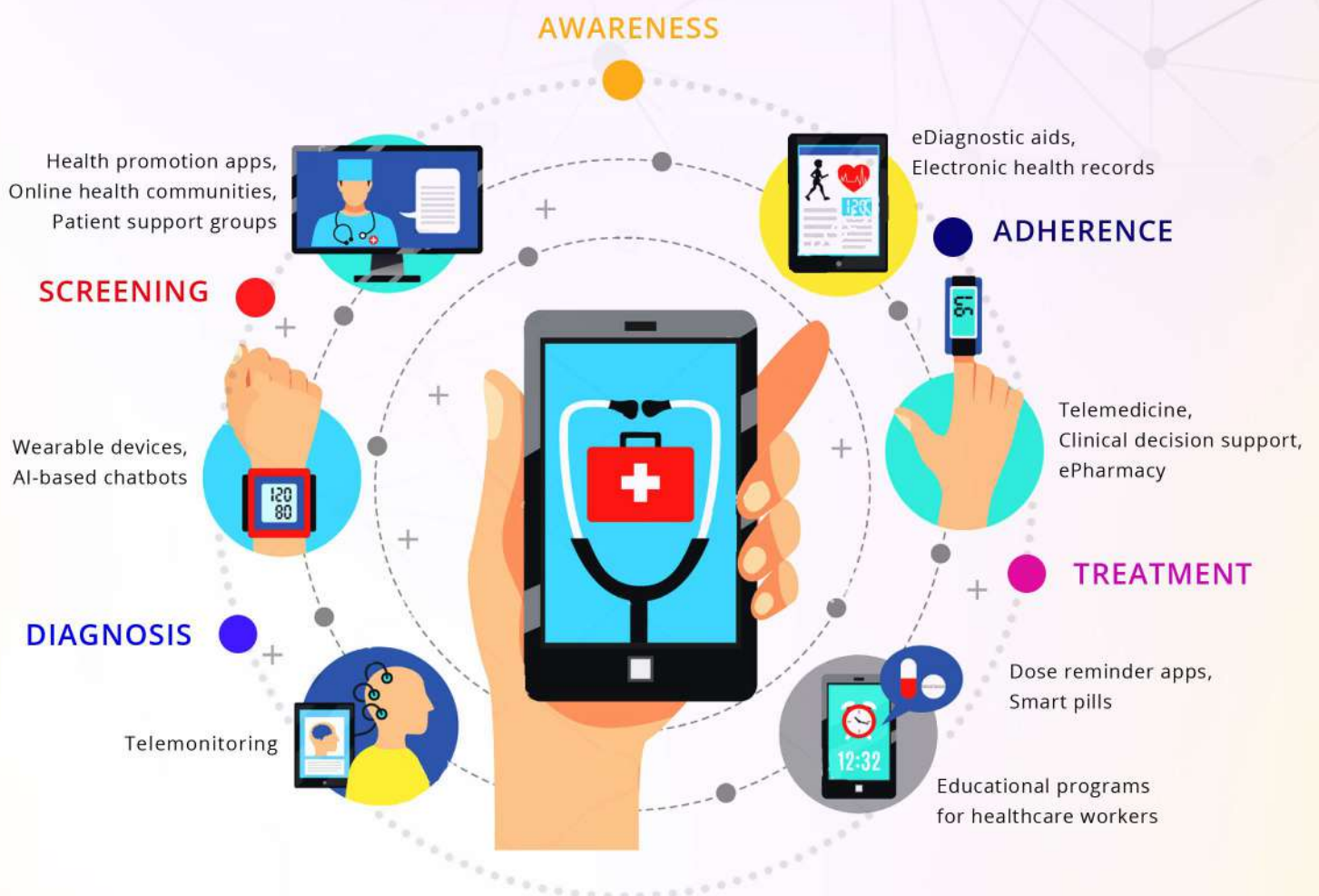
**25 EMINENT  
SCIENTIFIC & INDUSTRY PARTNERS**

**PLATFORM FOR  
VARIETY OF  
NETWORKING OPPORTUNITIES**

# Patient Journey & Digital Healthcare Solutions

Digital solutions have the power to **revolutionize healthcare** by serving as a catalyst for transforming the care continuum, from **prevention** to **long-term disease management**.

They have the potential to **drastically improve** the healthcare experience and delivery for **patients**.







## Encourage to attend by

Physicians, Pharmacists, Nurses, Researchers  
Medical & Pharmacy Students, Representatives of  
Medical Societies & Relevant Industry Partners

## Register to attend

Onsite: At conference location

Online: Scan QR code

No registration fee

SCAN TO ACCESS







# HEAL FORUM CONFERENCE 2023

INTERCONTINENTAL DUBAI FESTIVAL CITY HOTEL, DUBAI, UAE

19, 20, 21 MAY 2023

## CALENDAR

HEAL is a multidisciplinary educational campaign bringing together clinicians, specialists, nurses and pharmacists from the Gulf, Levant & ITB countries. This scientific conference will explore the profound implications of different diseases from prevention to diagnosis, clinical decision making and guiding of interventions.

### FRIDAY 19<sup>th</sup> MAY

X	X
(Only for Viatris Colleagues)	(Only for Viatris Colleagues)
09:30 – 12:00	10:00 – 12:00

LUNCH

#### CVD Expert's Meeting

(Exclusive Invitation)

15:00 – 17:30

#### Pain Advisory Board Meeting

(Exclusive Invitation)

15:00 – 20:00

### SATURDAY 20<sup>th</sup> MAY

NCDs Breakthrough Keynote Session

#### Current Situation on NCDs: Success, Challenges & Future Directions

09:30 – 11:30

Pain Masterclass

#### Navigating Neuropathic Pain Puzzle

12:00 – 14:00

Heart Health Colloquium

#### Interdisciplinary & Patient Personalized Approach

12:00 – 14:00

Dermatologists Fireside Chat

#### Advances in Atopic Dermatitis Treatment

12:00 – 14:00

LUNCH

Respiratory Grand Round

#### Bridging the Gaps in Chronic Obstructive Pulmonary Disease Care

15:00 – 17:30

Heart Health Colloquium -  
A Technology Walkthrough

#### Digitally Integrated Care of Cardiovascular Health

15:00 – 17:30

Ophthalmology Arena

#### Beyond Intra-Ocular Pressure

15:00 – 17:30

### SUNDAY 21<sup>st</sup> MAY

Mental Health Symposium

#### Think Mental Health

10:00 – 13:00

The Nurses Space

#### Connect, Communicate & Care

10:00 – 13:00

LUNCH

Allergy Summit

#### Relationship of Allergic Rhinitis & Asthma

14:00 – 16:30

Men's Health Forum

#### Challenges in Collaborative Care for Erectile Dysfunction

14:30 – 17:00

#### Men's Health Expert Panel

(Exclusive Invitation)

12:00 – 14:00

#### CNS Experts Round Table

(Exclusive Invitation)

14:00 – 16:30



HEAL Forum Conference 2023 offers an incredibly diverse range of events across different therapy areas, providing participants with unparalleled access to cutting-edge knowledge and networking opportunities.

15 Events

Keynote Session - Symposium - Masterclass  
Colloquium - Grand Round - Fireside Chat - Summit  
Forum - Expert Panels & More...

8 Speciality Areas



Cardiovascular Disease



Mental Health



Pain



Respiratory



Urology



Ophthalmology



Dermatology



Allergy & Anaphylaxis



### NCDs Breakthrough Keynote Session

#### Current Situation on NCDs: Success, Challenges & Future Directions

This keynote session will shed light on an opportunity to understand deep dive about multi-disciplinary patient management in practice and how to reduce NCDs in primary healthcare setting taking guidelines into clinical practice

Date	Time	Venue	Location
Saturday, May 20 <sup>th</sup> 2023	09:30 to 11:30	Al Baraha 1	Intercontinental Dubai Festival City Hotel, Dubai, UAE



09:30 Opening Remarks

**Tamer Elsallab**

Head of Gulf & Levant Countries  
Viatriis



09:40 Welcome

TBC

09:50 Contributions in UAE Toward Preventing and Controlling the NCD Burden

**Dr. Buthaina Bin Belaila**

Consultant Family Physician,  
Head of NCDs & Mental Health, MOH&P, UAE



10:05 Panel discussion and Q&A: What price, this Silent Epidemic? The Human & Societal Cost of Neglecting NCD crisis  
Moderator: **Dr. Salman Rizvi**, Head of Medical Education & Digital Implementation, JANZ & EM, Viatriis

**Amin El Shamy**

Health Economics and Health Finance Expert,  
MOH&P, UAE



**Dr. Ibtihal Fadhil**

Chairperson EMR NCD Alliance



**Dr. Sara Al Dallal**

President, Emirates Health Economics Society;  
& Senior Health Service Specialist DHA, UAE



**Dr. Buthaina Bin Belaila**

Consultant Family Physician  
Head of NCDs & Mental Health, MOH&P, UAE



**Darein Hassan**

Head of Corporate Affair, GLC, Viatriis



10:40 Obtaining Reliable Evidence on the Determinants of the NCDs in the UAE.  
The UAE Healthy Future Study

**Professor Raghieb Ali**

Director & Research Professor, NYUAD, UAE  
Clinical Epidemiologist, University of Cambridge, UK



11:00 Panel discussion and Q&A: Confronting Clinical Realities to Tackle the NCD Burden  
Moderator: **Dr. Salman Rizvi**, Head of Medical Education & Digital Implementation, JANZ & EM, Viatriis

**Professor Rayaz A. Malik**

Professor of Medicine & Senior Consultant  
Endocrinology, Weill Cornell Medicine, Doha, Qatar



**Dr. Amar Salti**

Consultant Anesthesia & Pain Medicine  
Cleveland Clinic, Abu Dhabi, UAE



**Professor Raghieb Ali**

Director & Research Professor, New York University.  
Clinical Epidemiologist, University of Cambridge, UK



**Dr. Shekhar Potkar**

Chief Medical Officer, JANZ & EM, Viatriis



11:30

Adjourn

DHA: Dubai Health Authority; GLC: Gulf Levant Countries; EMR : Eastern Mediterranean Region, JANZ & EM: Japan Australia New Zealand & Emerging Markets;  
NCDs: Noncommunicable Diseases; MOH&P: Ministry of Health and Prevention; NYUAD: New York University Abu Dhabi, UAE: United Arab Emirates, UK: United Kingdom





### Pain Masterclass

#### Navigating Neuropathic Pain Puzzle: Strategies for Precise Diagnosis and Targeted Treatment

This Masterclass will provide you with an opportunity to learn more about accurate methods of diagnosis, current landscape of existing treatments approaches and emerging data for managing Neuropathic Pain (NeP) and Diabetic Peripheral Neuropathy (DPN), including real life cases discussion with experts faculty.

Date	Time	Venue	Location
Saturday, May 20 <sup>th</sup> 2023	12:00 to 14:00	Al Baraha 1	Intercontinental Dubai Festival City Hotel, Dubai, UAE



12:00	Opening Remarks	<b>Osama Sewaras</b> Head of International Trade Business Countries Viatri	
12:10	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Chris Walker</b> Senior Medical Director, GMA Pain Portfolio Viatri	
12:20	Chronic Neuropathic Pain, Accurate Diagnosis to Determine Therapeutic Approach	<b>Dr. Amar Salti</b> Consultant Anesthesia and Pain Medicine Cleveland Clinic Abu Dhabi, UAE	
12:40	DPN a Disabling Neuropathic Pain: Framework for Screening and Early Interventions	<b>Professor Rayaz A. Malik</b> Professor of Medicine & Consultant Physician, Weill Cornell Medicine., Doha-Qatar	
13:00	New Research and Emerging Data for Neuropathic Pain and DPN Management	<b>Dr. Uazman Alam</b> Senior Clinical Lecturer & Honorary Consultant Physician in Diabetes & Endocrinology, UK	
13:20	DPN; What is in for My Practice?	<b>Dr. Amar Salti</b> Consultant Anesthesia and Pain Medicine Cleveland Clinic Abu Dhabi, UAE	
13:40	Panel Discussion + Q&A		
14:00	Adjourn		

DPN: Diabetic Peripheral Neuropathy, GMA: Global Medical Affairs, UAE: United Arab Emirates, UK: United Kingdom






### Heart Health Colloquium

#### Interdisciplinary & Patient Personalized Approach: Managing Dyslipidemia & Hypertension Along with Associated Morbidities

This Colloquium is designed closing the divide between cardiovascular diseases (CVD) and its associated morbidities; an interdisciplinary & patient personalized approach. Also will provide promising evidence about polypharmacy treatment strategies in CVD management

Date	Time	Venue	Location
Saturday, May 20 <sup>th</sup> 2023	12:00 to 14:00	Al Baraha 2	Intercontinental Dubai Festival City Hotel, Dubai, UAE



12:00	Opening Remarks	<b>Tamer Elsallab</b> Head of Gulf & Levant Countries Viatris	
12:10	A Multi-dimensional Approach in Managing Hypertension & Dyslipidemia Patients	<b>Professor Abdullah Shehab (Chairperson)</b> Professor & Consultant of Interventional Cardiology Burjeel Royal Hospital, Abu Dhabi, UAE	
12:35	Preventing CVD in Patients with Co-Morbidities: Lifestyle Interventions and Management	<b>Dr. Samer Ellahham</b> Senior Consultant of Cardiology Sheikh Khalifa Medical City, Abu Dhabi, UAE	
12:50	Integrating Diabetes Management into Cardiovascular Care: Strategies for Improving Outcomes	<b>Dr. Waleed Abdullah Aldahi</b> Consultant & Head of Diabetes & Endocrine Unit Mubarak Alkabeer Hospital, Kuwait, & President of Kuwait Diabetes Society	
13:05	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Urooj Siddiqui</b> Director Medical Affairs GLC & ITB Clusters Viatris	
13:15	Integrating Mental Health Management into Cardiovascular Care: Strategies for Improving Outcomes	<b>Dr. Sara Al Dallal</b> President Emirates Health Economic Society & Senior Health Service Specialist, DHA, UAE	
13:30	Personalized Medicine in Cardiovascular Care: Tailoring Treatment for Patients with Comorbidities	<b>Dr. Omar Hallak (Co-Chairperson)</b> Consultant of Interventional Cardiology Kings College London Hospital, Dubai, UAE	
13:45	Panel Discussion + Q&A	<b>Professor Abdullah Shehab (Chairperson)</b> Professor & Consultant of Interventional Cardiology Burjeel Royal Hospital, Abu Dhabi, UAE	
14:00	Adjourn		

CVD: Cardiovascular Diseases, DHA: Dubai Health Authority, ITB: International Trade Business, UAE: United Arab Emirates





### Dermatologists Fireside Chat

#### Advances in Atopic Dermatitis Treatment: Best Practices in Diagnosis with Evidence-Based Management in Infants, Adolescents and Adults

This Fire Side Chat will provide the opportunity to learn about the latest developments but persistent challenges in the diagnosis and management of Atopic Dermatitis, focusing on best practices, interactive cases studies and the role of artificial intelligence (AI).

Date	Time	Venue	Location
Saturday, May 20 <sup>th</sup> 2023	12:00 to 14:00	Al Noor 1 & 2	Intercontinental Dubai Festival City Hotel, Dubai, UAE



12:00	Opening Remarks	<b>Amr Mohamed</b> Head of Business Affairs Middle East Turkiye & Levant Viatris	
12:10	Atopic Dermatitis (AD) in the Middle East: Burden, Symptoms, and Impact on Quality of Life	<b>Dr. Ayman Al Naeem</b> Consultant & Head of Dermatology Department Ibrahim B. Hamad Obaidallah Hospital, EHS, Ras Al Khaimah, UAE	
12:30	EczemaLess™: Leveraging an AI Approach for Improving Disease Outcomes	<b>Dr. Sunil Pai</b> Regional Medical Lead Emerging Markets Dermatology Viatris	
12:45	Break + HEAL Exhibition Avenue Visits		
13:00	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Adnan Levent</b> Head of Medical Affairs MENA & EUROASIA Viatris	
13:10	Atopic Dermatitis: Topical Management Strategies and Best Practices	<b>Dr. Ashraf Reda</b> Consultant Dermatologist, Mediclinic Welcare Hospital Adjunct Clinical Associate Professor, MBRU of Medicine & Health Sciences, Dubai, UAE	
13:30	Clinical Cases and Panel Discussion + Q&A		
14:00	Adjourn		

EHS: Emirates Health Services, MBRU: Mohammad Bin Rashid University, MENA: Middle East North Africa, UAE: United Arab Emirates



### Respiratory Grand Round

#### Bridging the Gaps in Chronic Obstructive Pulmonary Disease (COPD) Care: From Diagnosis to New Modalities of Treatment and Adherence

This Grand Round will provide the opportunity to learn about up-to-date developments, clinical practices, and ongoing regional challenges in the diagnosis and management of COPD

Date	Time	Venue	Location
Saturday, May 20 <sup>th</sup> 2023	15:00 to 17:30	Al Baraha 1	Intercontinental Dubai Festival City Hotel, Dubai, UAE



15:00	Welcome Remarks	<b>Dr. Urooj Siddiqui</b> Medical Affairs Director Gulf Levant & ITB Clusters Viatris	
15:10	Awareness and Diagnosis of Chronic Obstructive Pulmonary Disease: Current Situation and Future Directions	<b>Dr. Wedad Nabih</b> Pulmonologist and Internist National Medical Center Royal Hospital, Sharjah, UAE	
15:30	Challenges in the Management of COPD: Guidelines vs Real World Practice	<b>Dr. Julio Gómez-Seco</b> Consultant Pulmonary & Sleep Respiratory Medicine Clinical Lead, Fakeeh University Hospital, Dubai, UAE	
16:00	Break + HEAL Exhibition Avenue Visits		
16:15	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Ashish Bajaj</b> Regional Medical Lead Emerging Markets Pain Viatris	
16:30	Living with COPD: the Importance of Patient-Centric Management	<b>Dr. Mateen Uzbeck</b> Consultant Physician, Cleveland Clinic Abu Dhabi, UAE Assistant Professor, Lerner College of Medicine, Ohio, USA	
16:55	Clinical Cases		
17:15	Panel Discussion + Q&A		
17:30	Adjourn		

ITB: International Trade Business, UAE: United Arab Emirates; USA: United States of America





### Heart Health Colloquium - A Technology Walkthrough

#### Digital Integrated Care of Cardiovascular Health: Advancements in Efficient Diagnosis, Management and Treatment Adherence

This Colloquium will provide the opportunity to learn breakthrough innovations in digital health technology for improving cardiovascular care, showcasing digital health tools as cardiovascular patient companions, and discussing the importance of responsible digital ecosystems to promote positive outcomes and avoid some of the common pitfalls associated with a digital approach

Date	Time	Venue	Location
Saturday, May 20 <sup>th</sup> 2023	15:00 to 17:30	Al Baraha 2	Intercontinental Dubai Festival City Hotel, Dubai, UAE



15:00	Opening Remarks	<b>Amr Mohamed</b> Head of Business Affairs Middle East Turkiye & Levant Viatriis	
15:15	Digitization of Cardiovascular Health: New Challenges with New Opportunities	<b>Dr. Omar Hallak</b> Consultant of Interventional Cardiology Kings College London Hospital, Dubai, UAE	
15:35	From Monitoring to Management: "Harnessing the Power of Digital Technology to Optimize the Patient Journey for Hypertension and Dyslipidemia"	<b>Dr. Samer Ellahham</b> Senior Consultant of Cardiology Sheikh Khalifa Medical City, Abu Dhabi, UAE	
15:55	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Salman Rizvi</b> Head of Medical Education & Digital Implementation JANZ & EM, Viatriis	
16:10	Break + HEAL Exhibition Avenue Visits		
16:30	Empowering Patients with Digital Tools: "Enhancing the CVD Journey for Hypertension and Dyslipidemia Management"	<b>Dr. Mohamed Magdi Abbas</b> Professor of Cardiology Sharjah University & Head of Department of EP, Al Qassimi Hospital Sharjah, UAE	
16:50	Digital Solutions for Improving Medication Adherence in Hypertensive & Dyslipidemia Patients with Co-Morbidities	<b>Professor Abdullah Shehab (Chairperson)</b> Professor & Consultant of Interventional Cardiology Burjeel Royal Hospital, Abu Dhabi, UAE	
17:10	Panel Discussion + Q&A		
17:30	Adjourn		

**CVD:** Cardiovascular Disease; **EP:** Electro-physiology; **JANZ & EM:** Japan Australia New Zealand & Emerging Markets; **UAE:** United Arab Emirates





### The Ophthalmology Arena

#### Beyond Intra-Ocular Pressure: Revolutionizing Glaucoma Patient Journey Through Innovative Breakthroughs

This Arena will provide the opportunity to learn about: A deeper understanding on management options and guidelines recommendations of glaucoma beyond intra-ocular pressure. Medication adherence, role of modern technology and AI in glaucoma will be emphasized to improve clinical outcomes.

Date	Time	Venue	Location
Saturday, May 20 <sup>th</sup> 2023	15:00 to 17:30	Al Noor 1 & 2	Intercontinental Dubai Festival City Hotel, Dubai, UAE



15:00	Opening Remarks	<b>Doa Wassif</b> Regulatory Affairs Director Gulf Saudi Arabia Iraq & Iran Viatris	
15:10	Intra-Ocular Pressure and Beyond: How Treatment Modalities Can Achieve Optic Nerve Protection and Preserve Visual Field	<b>Dr. Rajesh Sasikumar</b> Consultant in Glaucoma & Cataract Surgery, Eye Institute Cleveland Clinic Abu Dhabi, UAE	
15:30	Role of Genetics, Risk Factors, Comorbidities and Micronutrients in Glaucoma Patient Care	<b>Dr. Salman Waqar</b> Consultant Ophthalmic Surgeon, Moorfields Eye Hospital, Dubai UAE	
15:50	Break + HEAL Exhibition Avenue Visits		
16:10	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Adnan Levent</b> Head of Medical Affairs MENA & EUROASIA Viatris	
16:20	Medication Adherence: Challenges, Impact and Possible Interventions to Improve Quality of Life	<b>Dr. Rajesh Sasikumar</b> Consultant in Glaucoma and Cataract Surgery Eye Institute, Cleveland Clinic Abu Dhabi, UAE	
16:40	Early Detection of Glaucoma: Exploring the Present, While Envisioning Future, Capitalizing Artificial Intelligence & Innovative Breakthroughs	<b>Dr. Mohammed Sohaib Mustafa</b> Director of Ophthalmology Services American Hospital, Dubai UAE	
17:00	Panel Discussion + Q&A	<b>Dr. Mohammed Sohaib Mustafa (Moderator)</b> Director of Ophthalmology Services American Hospital, Dubai, UAE	
17:30	Adjourn		

AI: Artificial Intelligence, MENA: Middle East North Africa, UAE: United Arab Emirates








### Mental Health Symposium

**Think Mental Health: Understand Depression and Anxiety Disorders to Treat in Digital Age**

This Symposium is an opportunity to share knowledge, acquire skills, and best practices dealing with depression and anxiety disorders management in the digital era, discussing challenges and effective solutions to improve patient outcomes, in the effort to optimize mental health in our population.

Date	Time	Venue	Location
Sunday, May 21 <sup>st</sup> 2023	10:00 to 13:00	Al Baraha 1	Intercontinental Dubai Festival City Hotel, Dubai, UAE



10:00	Opening Remarks	<b>Mohamed Ibrahim</b> Business Affairs Lead Gulf & Levant Viatriis	
10:10	Cause of Ill Health and Disability Worldwide In Stressful Surroundings	<b>Dr. Samia Al Khoori</b> Consultant & Head of Psychiatry Department, DAHC, Rashid Hospital, Dubai UAE. President, Emirates Society of Mental Health	
10:30	"Digital and Social Media Influence" An Urgent Alert	<b>Dr. Joseph El Khoury</b> Consultant Psychiatrist and Medical Director The Valens Clinic, Dubai, UAE	
10:50	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Salman Rizvi</b> Head of Medical Education & Digital Implementation JANZ & EM, Viatriis	
11:00	Panel Discussion + Q&A		
11:20	Break + HEAL Exhibition Avenue Visits		
11:40	Depression and Anxiety as a Public Health Concern in a Rapidly Changing World; Recognition & Treatment	<b>Dr. Shuja Reagu</b> Asst. Professor Weill Cornell, Senior Consultant & Clinical Director Department of Psychiatry, HMC, Doha, Qatar	
12:00	Importance of Functional Recovery in Treatment Optimization Health,	<b>Dr. Nahida Nayaz Ahmed</b> Consultant Psychiatrist, Chair of Mental Health at Department of Health, SEHA, Abu Dhabi, UAE	
12:20	Workshop Monitoring Response to Antidepressants: Frequency and Tools	<b>Dr. Shuja Reagu</b> Asst. Professor Weill Cornell, Senior Consultant & Clinical Director, Department of Psychiatry, HMC, Doha, Qatar	
12:40	Panel Discussion + Q&A		
13:00	Adjourn		

**DAHC:** Dubai Academic Health Corporation, **HMC:** Hamad Medical Corporation, **SEHA:** Abu Dhabi Health Services Company, **UAE:** United Arab Emirates





### The Nurses Space

#### Connect-Communicate-Care: Exploring Strategies for Promoting Patient Engagement & Communication Throughout the Care Journey

This Space will provide the opportunity to learn about identifying strategies for assessing patients' needs, preferences, and pain-points; patient never come happy! Understanding the magic of skillful communication techniques to implement patient-centered care.

Date	Time	Venue	Location
Sunday, May 21 <sup>st</sup> 2023	10:00 to 13:00	Al Baraha 2	Intercontinental Dubai Festival City Hotel, Dubai, UAE



10:00	Opening Remarks	<b>Darein Hassan</b> Head of Corporate Affairs GLC Viatriis	
10:10	Understanding Patient-Centered Care	<b>Khaled Al Qawasmeh (Chairperson)</b> President, Emirates Oncology Nursing Society & Oncology Clinical Nurse Specialist, Al Ain, Abu Dhabi, UAE	
10:30	Strategies for Promoting Patient Engagement & Communication	<b>Mohammad Saleh</b> Certified Nurse Manager Tawam Oncology Center, Abu Dhabi, UAE	
10:50	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Vijay Talla</b> Regional Lead for Medical Education, JANZ & EM Viatriis	
11:00	Break + HEAL Exhibition Avenue Visits		
11:30	Cultural Competence and Patient Outcomes	<b>Amal Al Haddad</b> Director Operations Sheikh Shakhboub Medical City, Abu Dhabi, UAE	
11:50	Overcoming Barriers to Patient-Centered Care	<b>Khalid Al Habaybia</b> Clinical Nurse Manager, Pediatric Hematology-Oncology Unit, Tawam Hospital, Al Ain, Abu Dhabi, UAE	
12:10	Case Studies and Panel Discussion + Q&A	<b>Naeem Noordin</b> Managing Director Siara Limited United Kingdom	
13:00	Adjourn		

GLC: Gulf Levant Countries; JANZ & EM: Japan Australia New Zealand & Emerging Markets; UAE: United Arab Emirates





### Allergy Summit

#### Relationship of Allergic Rhinitis & Asthma: Understand the Intersecting Mechanisms and their Optimized Clinical Management

This summit will provide the opportunity to get a comprehensive overview of the latest advances in understanding the pathophysiology, diagnosis, and management of allergic rhinitis and asthma through exploring the links between these two conditions and how they are interconnected.

Date	Time	Venue	Location
Sunday, May 21 <sup>st</sup> 2023	14:00 to 16:30	Al Baraha 1	Intercontinental Dubai Festival City Hotel, Dubai, UAE



14:00	Welcome Remarks	<b>Raya Abou Jaoude</b> Medical Advisor Gulf & Levant Countries Viatris	
14:10	Recent Advances in the Field of ENT: Focus on Allergic Rhinitis in Middle East	<b>Dr. Anastasios Hantzakos</b> Consultant Otolaryngologist, Head & Neck Surgeon and Clinical Associate Professor of Otolaryngology, Cleveland Clinic Abu Dhabi, UAE	
14:40	Break + HEAL Exhibition Avenue Visits		
15:00	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Urooj Siddiqui</b> Medical Affairs Director Gulf Levant & ITB Clusters Viatris	
15:20	The Global Burden of Allergy: Focus on Asthma and Allergic Rhinitis	<b>Dr. Mohamed Abuzakouk</b> Professor and Consultant in Allergy and Clinical Immunology, Cleveland Clinic Abu Dhabi, UAE	
15:50	Clinical Cases is of Allergic Rhinitis in daily practice		
16:10	Panel Discussion + Q&A		
16:30	Adjourn		

**ENT:** Ear Nose & Throat; **ITB:** International Trade Business; **UAE:** United Arab Emirates





### Men's Health Forum

#### Challenges in Collaborative Care for Erectile Dysfunction: Social Stigma and Efficient Counseling

This Forum will provide the opportunity to learn about multidisciplinary collaborative care for patients with erectile dysfunction; erectile dysfunction as an early sign of underneath comorbidities; role of pharmacists in efficient counseling of erectile dysfunctional patients and outlook of value-added communication and psychosexual counseling.

Date	Time	Venue	Location
Sunday, May 21 <sup>st</sup> 2023	14:30 to 17:00	Al Baraha 2	Intercontinental Dubai Festival City Hotel, Dubai, UAE



14:30	Opening Remarks	<b>Sameh Khair</b> Head of Business Affairs, Gulf and Levant Cluster Viartis	
14:40	Overcoming the Obstacles of Erectile Dysfunction: Exploring the Burden and Management Strategies.	<b>Dr. Anis Haddad</b> Head of Urology Department, Dubai London Hospital, Dubai, UAE	
14:55	The Canary in The Coal Mines: Erectile Dysfunction as an Early Symptom of Underlying Comorbidities.	<b>Dr. Hussein Heshmat</b> Senior Consultant Interventional Cardiologist Zulekha Hospital Group, Dubai, UAE	
15:10	Break + HEAL Exhibition Avenue Visits		
15:25	The Future of Patient-Centered Care: Sustainable Digital Solutions	<b>Dr. Vijay Talla</b> Regional Lead for Medical Education JANZ & EM, Viartis	
15:35	The Patient, the Partner and Society: Navigating Cultural Barriers and Psychosexual Consultation.	<b>Christina Lindea</b> Clinical Psychosexologist, Private Practice, Dubai, UAE & Helsinki, Finland	
15:50	ED on The Counter: The Role of Pharmacists in Early Communication, Non-Pharmacological Advices and Referral.	<b>Dr. Saeed Abdulla Hussein</b> Clinical Pharmacist, Emirates Pharmacy Society Dubai, UAE	
16:05	Speak Up: Practical Case-Scenarios Conceptualizing Patient Communication.	<b>Naeem Noordin (Co-Moderator)</b> Managing Director Siara Limited United Kingdom	
16:30	Panel Discussion + Q&A	<b>Dr. Sara Al-Dallal (Moderator)</b> President of Emirates Health Economics Society, Dubai, UAE	
17:00	Adjourn		

ED: Erectile Dysfunction, JANZ & EM: Japan Australia New Zealand & Emerging Markets; UAE: United Arab Emirates





# HEAL TIPS

**STAY UP-TO-DATE  
WITH LATEST DEVELOPMENTS  
IN PREVALENT THERAPIES**

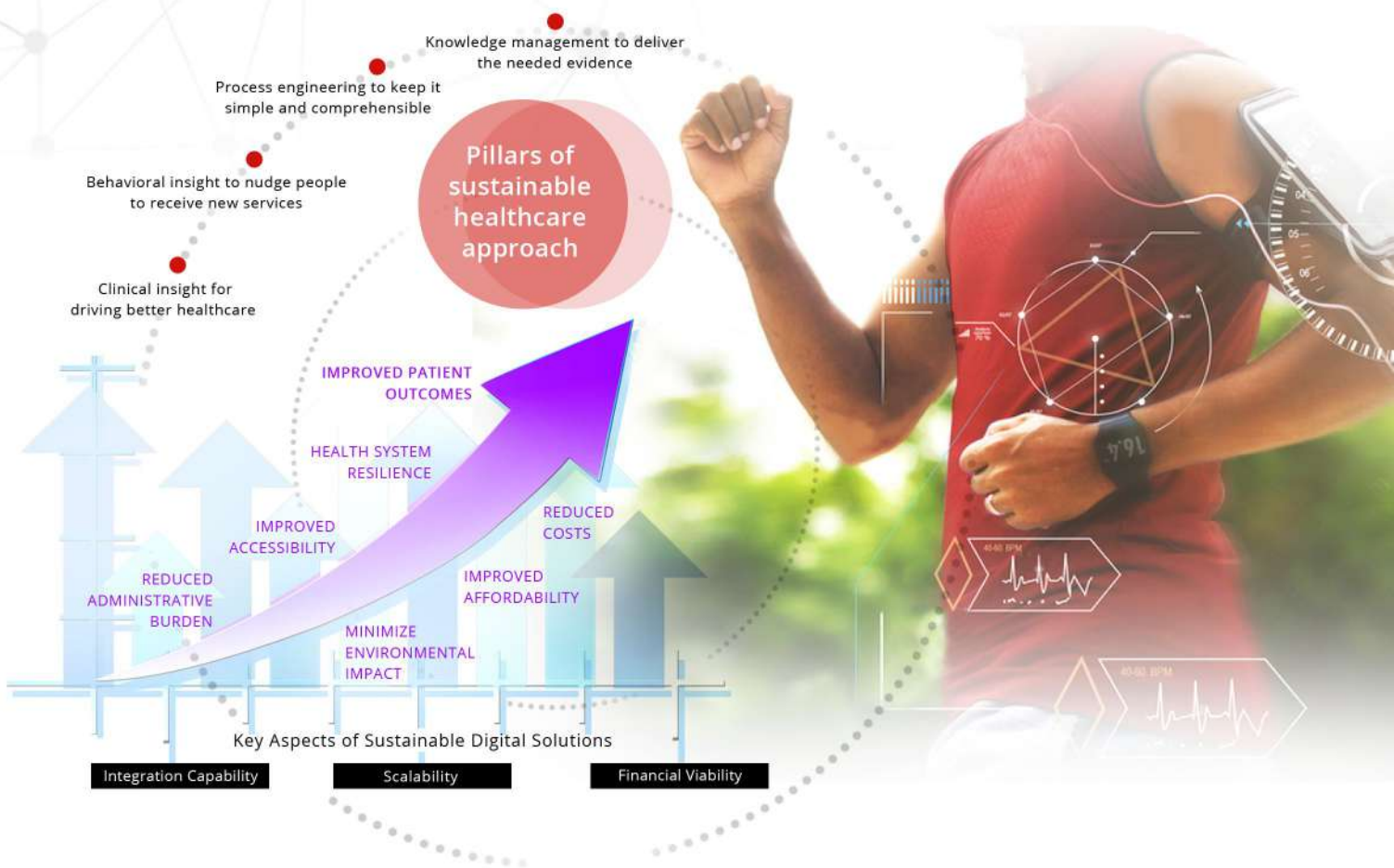
**EXPLORE RESOURCES TO  
HELP YOUR PATIENTS BETTER  
& CLINICAL PRACTICES**

**CME ACCREDITATION FOR  
PROFESSIONAL DEVELOPMENT**



# Sustainable Digital Solutions in Healthcare Ecosystem

A truly sustainable approach needs shift in focus from technology to how we can bring changes which are needed to deliver more efficient and effective care for patients.



## DIGITAL HEALTH





# Collaborators of HEAL Forum Conference 2023

Conference Endorsed by



Leveraging Viatris collective expertise to connect people to products and services. Viatris' strong legacy of collaboration with industry, government agencies, policy makers, trade associations, industry researchers, patient advocacy groups and non-profits organizations is an effort towards transforming global healthcare.

Events Endorsed by



Educational Partners\*



Global Partners



Course Partners



HEAL Exhibition Avenue 2023 Collaborators

SAMSUNG



جامعة نيويورك أبوظبي  
NYU | ABU DHABI

Conference Organizers





# HEAL TIPS

The background of the slide features a photograph of a city skyline, likely Beirut, Lebanon, with numerous high-rise buildings. In the foreground, there are large, rugged rock formations and a body of water. The entire image is covered with a semi-transparent yellow filter, which serves as a backdrop for the text.

**HYBRID CONFERENCE  
FORMAT FOR LEARNING  
AT OWN PACE &  
CONVENIENCE**

**BE SURE TO GRAB COPIES  
OF INFORMATIVE TAKEAWAYS,  
PACKED WITH VALUABLE INSIGHTS  
& DIGITAL RESOURCES**



# HEAL FORUM

## CONFERENCE 2023

INTERCONTINENTAL DUBAI FESTIVAL CITY HOTEL, DUBAI, UAE  
19, 20, 21 MAY 2023

SCAN TO ACCESS



The information contained in this material and any statements made are provided for education purposes only. They are of a general nature and do not constitute medical advice or recommendations, diagnostic or therapeutic statement with regard to any individual medical case. Viatris does not practice medicine. Each healthcare professional should exercise his or her own independent judgment in the diagnosis and treatment of an individual patient.



**VIATRIS**



**Mylan+**



**Upjohn**

A Legacy Division of Pfizer

**Upjohn Middle East FZ-LLC,**  
Dubai Science Park, Atlas Business Center Building  
Floor 6, Dubai Media City, Dubai, United Arab Emirates.  
Tel : +971.4.5121500/598 FAX: +971.4.5802508