



# HEAL

## CONFERENCE

### 2024

Middle East North Africa  
& EURASIA



THESE ARE ARTISTS



OCTOBER | 2024  
12<sup>th</sup> - 13<sup>th</sup> | ABU DHABI  
UAE  
FAIRMONT BAB AL BAHR

FOR HEALTHCARE PROFESSIONALS & AFFILIATED ENTITIES

# FORWARD

I welcome you to the HEAL Conference 2024, hosted by Viatris. This year, we unite to address the ongoing challenges of chronic diseases in the Middle East, North Africa, and Eurasia with renewed focus.

Despite significant progress, chronic diseases continue to impose substantial economic and health impacts. Our collective innovation and dedication offer a hopeful path forward.

At Viatris, our mission is to bring together diverse stakeholders - from regional leaders to local healthcare providers - to explore and implement cutting - edge solutions. By leveraging new advancements and fostering collaboration, we aim to transform healthcare for those affected by chronic diseases.

The HEAL Conference 2024 features a dynamic agenda, including insightful events, interactive sessions, and collaborative discussions. Our goal is to advance patient care, share effective strategies, and tackle the burdens of chronic diseases. Together, we will work towards a sustainable healthcare system where patients receive top-quality care. and the impact of these diseases is reduced.

Let's use this opportunity to advance our goals and build a healthier future through innovation and cooperation.

---

**Dr. Adnan Levent**

Regional Medical Lead  
Middle East North Africa and Eurasia  
Viatris





# FORWARD

Welcome to the HEAL Conference 2024 in Abu Dhabi, UAE!

This year, we confront the evolving health challenges across the Middle East, where the rising prevalence of communicable and non-communicable diseases (NCDs) continues to strain our healthcare systems. Data shows that NCDs are the leading cause of mortality in our region.

In response, we remain dedicated to advancing patient care through innovative solutions and collaboration. We have made notable progress in disease awareness, prevention, and management over the past year.

HEAL Conference 2024 is focused on addressing these challenges directly. Conference theme, "Standardised Guided Clinical Practice", highlights Viatris's commitment to integrating evidence-based practices and fostering multidisciplinary partnerships.

Our conference offers a comprehensive program of symposia, hands-on workshops, and expert discussions. We aim to provide healthcare professionals - physicians, pharmacists, nurses, and researchers - with the latest tools and knowledge to improve NCD management and raise care standards across the region.

Thank you for being part of this important mission. Your involvement is crucial to achieving better health outcomes for all.

---

**Dr. Urooj Siddiqui**

Medical Director  
Gulf, Levant, Saudi Arabia, and  
International Trade Business  
Viatris



# About VIATRIS

Viartis 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 patient worldwide.

Viartis highly diverse and differentiated portfolio consist of 1,400 approved molecules including globally recognised iconic brands, generics and complex generics, novel products and adaptive development drug-device combinations, complex injectables across **10+ therapeutic areas, spanning both non-communicable and infectious diseases**.

## Mission

At Viartis, 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.

**Viartis empowers people worldwide to live healthier at every stage of life via:**

**Access:** Providing high-quality 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 Viartis news.



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



Follow Viartis on LinkedIn



Follow us on @ViartisInc



Subscribe to our Youtube channel



Subscribe to Viartis's Listen Well podcast



Follow Viartis on Instagram



# HEAL Philosophy

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

Viatrix 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.

Viatrix 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  
MEDICAL AFFAIRS



**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



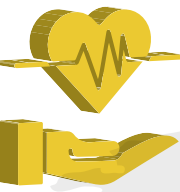
HEAL FOR  
OPHTHALMOLOGY



# Chronic Diseases in MENA & EURASIA Countries

“ Each year, 17 million people die from a NCD before age 70; 86% of these premature deaths occur in low- and middle-income countries.<sup>9</sup> ”

“ In 2019, 79% of all deaths in the Middle East and North Africa Region were a result of NCDs, which was higher than the world average of 74%.<sup>1</sup> ”



## CARDIOVASCULAR DISEASE<sup>4</sup>

The prevalence of CVD is high (10.1%) in the Middle East. The burden of dyslipidaemia (43.3%) in this region is twice as high as that of hypertension (26.2%) and diabetes mellitus (16%).



## CANCER<sup>5</sup>

In EMRO the prevalence of cancers in both sexes- BREAST (18.1%), LUNG (6%), COLORECTUM (7.4%), LIVER (5.6%).



## MENTAL HEALTH<sup>6</sup>

In EMR the highest prevalence of mental disorders is depressive disorders (14.8%) followed by generalized anxiety disorders (10.4%), PTSD (7.2%) & substance use disorders (4%).



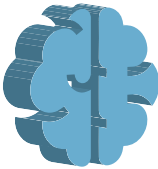
## MEN'S HEALTH<sup>2</sup>

The prevalence of ED is 20–90% among patients with different risk factors and medical comorbidities in Arab region countries



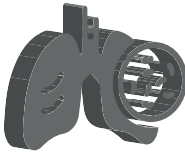
## DIABETES<sup>7</sup>

The Middle East and North Africa Region has the highest percentage (24.5%) of diabetes-related deaths in people of working age. Diabetes is responsible for 796,000 deaths in 2021.



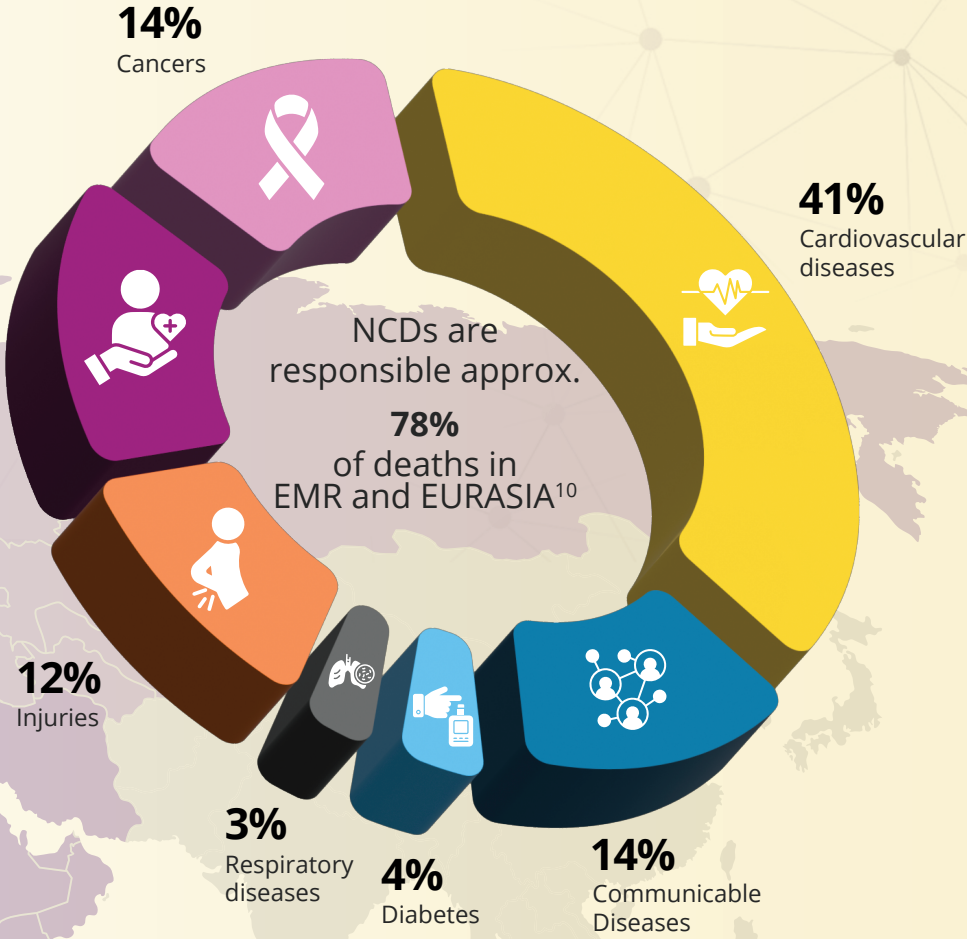
## NEUROLOGY<sup>3</sup>

In MENA region males aged 15–84 years old had a higher burden of LBP. In 2019, there were 43.2 million prevalent cases of LBP in the MENA region.



## RESPIRATORY DISEASES<sup>8</sup>

At a global level, COPD prevalence in 2020, across both males and females, was estimated to be 10.6%, MENA 9.4%, EUROPE CENTRAL ASIA 10.3%



Source: WHO NCD Country Profiles 2018.

## Modifiable behavioral risk factors<sup>11,12</sup>



1. <https://data.worldbank.org/indicator/SH.DTH.NCOM.ZS?view=chart> 2. Erectile dysfunction in Arab countries. Part I: Prevalence and correlates (tandfonline.com) 3. The burden of low back pain and its association with socio-demographic variables in the Middle East and North Africa region, 1990–2019 - PMC (nih.gov) 4. The Burden of Cardiovascular Disease Risk Factors in the Middle East: A Systematic Review and Meta-Analysis Focusing on Primary Prevention - PubMed (nih.gov) 5. <https://gco.iarc.who.int/today/en/dataviz/pie-prevalence?mode=cancer&populations=262,275,364,368,4,400,414,422,434,48,504,512,586,634,682,706,729,760,784,788,818,887&types=2> 6. Frontiers | Prevalence of Mental Disorders in the WHO Eastern Mediterranean Region: A Systematic Review and Meta-Analysis (frontiersin.org) 7. IDF-Atlas-Factsheet-2021\_MENA.pdf (diabetesatlas.org) 8. Global Burden of Chronic Obstructive Pulmonary Disease Through 2050 - PubMed (nih.gov) 9. Noncommunicable diseases (who.int) 10. Noncommunicable diseases country profiles 2018 (who.int) 11. Global Action Plan for the Prevention and Control of NCDs 2013–2020 (who.int) 12. Noncommunicable diseases (who.int)

# HEAL Conference 2024 Events

The HEAL Conference 2024 offers healthcare professionals a chance to engage in transformative discussions on the theme of "Standardised Guided Clinical Practice."

Attendees, including physicians, researchers, and policymakers, will benefit from networking with key opinion leaders and experts from the MENA and Eurasia regions.

The conference features over 20 scientific keynotes, symposia, fireside chats, masterclasses, and focus group events.

The Conference will delve into the multifaceted challenges encountered in daily clinical practice, addressing a range therapeutic areas:



The Exhibition Avenue showcases advancements in healthcare, medical technologies and innovations shaping the future of clinical practice.

## Attendees

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

## Register to attend

Online



Onsite

At conference  
location





# HEAL

## CONFERENCE

2024

Middle East North Africa  
& EURASIA

Fairmont Bab Al Bahr, Abu Dhabi

# CALENDAR

HEAL is a multidisciplinary educational campaign bringing together healthcare professionals and expert from MENA and Eurasia region. This scientific conference will explore the implications of different diseases from prevention to diagnosis, clinical decision making under the theme of standardised guided clinical practice.

SATURDAY 12 <sup>TH</sup> OCTOBER				SUNDAY 13 <sup>TH</sup> OCTOBER			
	Plenary			Symposium			
	Breakthrough Keynote Session			Hypertension Ground Round			
	09.00 – 11.00 Ballrooms B & C			09:30–11:30 Ballroom C			
	-			09:00–11:30 Ballroom B			
	Symposium			Symposium			
	Psychiatry Talks			Lipid Symposium			
	11:30–01:30 Ballroom C			12:00–02:00 Ballroom C			
	Symposium			Symposium			
	Think Men's Health Forum			Dermatologists Fireside Chat			
	11:30–01:30 Ballroom B			12:00–02:00 Ballroom B			
Lunch				Lunch			
	Symposium			Symposium			
	Psychiatry Fireside Chat			Allergy Summit			
	03:00–05:00 Ballroom C			03:00–05:00 Ballroom B			
	Symposium			Symposium			
	Think Men's Health Forum			Lipid Symposium			
	11:30–01:30 Ballroom C			12:00–02:00 Ballroom C			
	Symposium			Symposium			
	Psychiatry Talks			Dermatologists Fireside Chat			
	11:30–01:30 Ballroom B			12:00–02:00 Ballroom B			
	Lunch				Lunch		
Research Training by New York University Abu Dhabi (NYUAD)							

Timezone: UAE Standard Time (UTC +4 HRS)

For detailed agendas refer to following pages of the catalogue

\*Refer to **Research Talks** section on page 24

# Conference Highlights

HEAL 2024 represents a unique opportunity for us at Viatriis to lead and engage in discussions that shape the future of medical practices and patient care.



**Expert Keynotes**



**Diverse Therapeutic Focus**



**Specialized Symposia**



**Fireside Chats**



**Exhibition Avenue**



**Research Talks**



**Networking Opportunities**



**Continuing Medical Education (CME)**

**60+** Faculty Experts

**16** Focus Group Events

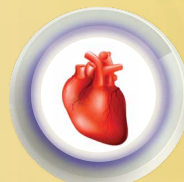
**9** Symposia Events

**7** Research Events

## Explore key areas



**Allergy**



**Cardiovascular Health**



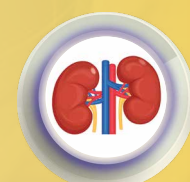
**Dermatology**



**Neurology**



**Psychiatry**



**Urology**

## Psychiatry Talks

### Optimizing Mental Health: Navigating Depression and Anxiety Management in the Digital Era for Enhanced Patient Outcomes

These talks will provide a chance to exchange knowledge, gain skills, and learn best practices for managing depression and anxiety disorders in the digital era, while addressing challenges and exploring effective solutions to enhance patient outcomes and optimize mental health in our community.

#### Target Specialties

Psychiatrists, Neurologists, Psychologists, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.

Date	Time	Venue	Location
Saturday, 12 October 2024	11:30AM - 01:30PM	Saqr Ballroom C	Fairmont Bab Al Bahr Abu Dhabi, UAE



11:30	Driving Collaborative Excellence in Outcomes: Featuring Multidisciplinary Standards in Clinical Practice	<b>Dr. Pradeep Purushottamahanti</b> Emerging Market Psychiatry Medical Affairs Lead, Viatris	
11:40	Mental Health Matters: The Growing Importance of Addressing Mental Health in Primary Care	<b>Dr. Nahida Nayaz Ahmed</b> Chief Medical Officer Sakina Mental Health & Well being services, Abu Dhabi, UAE	
12:00	Exploring Treatment Approaches for Depression: Understanding the Basics and Beyond	<b>Dr. Shuja Reagu</b> Consultant Forensic Psychiatrist and Clinical Director for Mental Health Services for the State of Qatar, Doha, Qatar	
12:20	Understanding Generalized Anxiety Disorder: Effective Monitoring and Long-Term Management	<b>Dr. Ali Al Garatli</b> Consultant Psychiatrist, Head section department of psychiatry at KFMC (King Fahd Medical City), Riyadh, Saudi Arabia	
12:40	The Dual Challenge: How Comorbidities Complicate the Diagnosis and Treatment of Depression and Anxiety	<b>Dr. Joseph El-Khoury</b> Consultant Adult and Addiction Psychiatrist, CEO & Medical Director, The Valens Clinic, Dubai, UAE	
1:00	Panel Discussion + Q&A		
1:30	Adjourn		





## Think Men's Health Forum

### Beyond The Stigma: Addressing The Multifactorial Causes Of Erectile Dysfunction, Cardiovascular Health, And Mental Well-being

This eye-opening forum will delve into the complexities of erectile dysfunction (ED), a condition often shrouded in stigma yet crucial for understanding men's health. It is expected to explore the multifactorial causes of ED, including its comorbid links to cardiovascular health, mental well-being, and lifestyle factors.

#### Target Specialties

Urologists, Sexologists, Psychiatrists, Neurologists, Psychologists, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.



Date

Saturday,  
12 October 2024



Time

11:30AM - 01:30PM



Venue

Saqr Ballroom C



Location

Fairmont Bab Al Bahr  
Abu Dhabi, UAE



11:30	Driving Collaborative Excellence in Outcomes: Featuring Multidisciplinary Standards in Clinical Practice	<b>Mustafa Alaa</b> Medical Advisor ITB Countries Viatrix	
11:35	Canary in the Coalmine: A Foundational Overview of Erectile Dysfunction for Clinicians	<b>Dr. Abdulqade Al Zarooni</b> Consultant and Head of Department, Chief of Surgical Unit at Sheikh Khalifa General Hospital, Umm Al Quwain President of Emirates Urological Society, UAE	
11:50	From Theory to Practice: Real-World Insights into the Efficacy of PDE5i for Erectile Dysfunction	<b>Dr. Abdalla Alhammadi</b> Consultant Urologist and Andrologist Tawam Hospital, Al Ain, Abu Dhabi, UAE	
12:05	Optimizing Outcomes: Guidelines Based Practical Considerations for PDE5i Selection	<b>Professor John Mulhall</b> Director, Male Sexual & Reproductive Medicine Urology Service, Department of Surgery Memorial Sloan Kettering Cancer Center, NY, USA	
12:20	The Future of Patient-Centered Care: Guided Clinical Practice and Solutions	<b>Dr. Tarek Hassan</b> USA	
12:30	Erectile Dysfunction and Mental Health: Bridging the Gap Between Psychiatric Care and Effective ED Treatment	<b>Dr. Joseph El-Khoury</b> Consultant Adult and Addiction Psychiatrist, CEO & Medical Director, The Valens Clinic, Dubai, UAE	
12:45	Cardiovascular Well-Being and ED: Approaches to Manage Comorbid Conditions Effectively	<b>Dr. Hussien Heshmat</b> Professor of Cardiology, Cairo University. Consultant Interventional Cardiologist, Tadawi Group, UAE	
1:00	Understanding Drug-Drug Interactions in PDE5i Therapy: Essential Counseling for ED Patients	<b>Dr. Saeed Hussein</b> Head of Pharmacy, Erada Center for Treatment and Rehab in Dubai Scientific Chairman for Emirates Pharmacy Society, UAE	
1:15	Panel Discussion + Q&A	<b>Dr. Hayder Alsaeg</b> Chairman of the Syndicate of Iraqi Pharmacists, Baghdad, Iraq	
1:30	Adjourn		



## Psychiatry Fireside Chats


### Addressing Complexities: Debating Depression's Impact, Treatment Challenges, and the Path to Full Recovery

These fireside chats will debate the impact of depression on special populations, challenges in treating these conditions, the role of polypharmacy in managing mental health, and the importance of addressing residual symptoms for full functional recovery.

#### Target Specialties

Psychiatrists, Neurologists, Psychologists, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.

 **Date**  
Saturday,  
12 October 2024

 **Time**  
3:00PM - 05:00PM

 **Venue**  
Saqr Ballroom C

 **Location**  
Fairmont Bab Al Bahr  
Abu Dhabi, UAE



3:00	The Future of Patient-Centered Care: Guided Clinical Practice and Solutions	<b>Dr. Adnan Levent</b> Regional Medical Lead Middle East North Africa and Eurasia, Viatrix	
3:20	Depression and Cardiovascular Health: Lessons from Complex Case Study	<b>Prof. Nahla Nagy</b> Psychiatry Ain Shams University, Egypt	
3:40	Adolescent Depression: Navigating the Management Complexities Beyond the Classroom in the Age of Social Media	<b>Dr. Shuja Reagu</b> Consultant Forensic Psychiatrist and Clinical Director for Mental Health Services for the State of Qatar, Doha, Qatar	
4:00	Polypharmacy and Lifestyle Interventions: Balancing Treatment in Major Depressive Disorder Cases with Comorbidities	<b>Dr. Ali Al Garatli</b> Consultant Psychiatrist, Head Section Department of Psychiatry at KPMC (King Fahd Medical City), Riyadh, Saudi Arabia	
4:20	Addressing Residual Symptoms: Essential Strategies for Maintaining Long-Term Depression Care and Mental Health	<b>Dr. Joseph El-Khoury</b> Consultant Adult and Addiction Psychiatrist, CEO & Medical Director, The Valens Clinic, Dubai, UAE	
4:40	Panel Discussion + Q&A		
5:00	Adjourn		



## Allergy and Anaphylaxis Summit

### The Relationship Between Allergic Rhinitis and Asthma: Understanding Intersection Mechanisms and Optimizing Clinical Management

This summit will explore the relationship between Allergic Rhinitis (AR) and Asthma, highlighting how their interconnectedness can enhance clinical management. Gain insights into the latest advances in diagnostic strategies for AR and engage with experts to learn innovative approaches for optimizing patient care.

#### Target Specialties

Urologists, Sexologists, Psychiatrists, Neurologists, Psychologists, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.



Date

Saturday,  
12 October 2024



Time

03:00PM - 05:00PM



Venue








Saqr Ballroom B



Location

Fairmont Bab Al Bahr  
Abu Dhabi, UAE



3:00	Driving Collaborative Excellence in Outcomes: Featuring Multidisciplinary Standards in Clinical Practice	<b>Dr. Osman Zubaidi</b> Senior Medical Manager, Medical Affairs Gulf and Levant, Viatris	
3:05	The Impact of Allergic Rhinitis in the Region: Insights into Pathophysiology, Data, and Socioeconomic Challenges	<b>Dr. Bassam Mahboub</b> Consultant Pulmonologist & Head of Pulmonary Medicine, Rashid Hospital, Dubai Health, UAE	
3:20	Guidelines & Evidence-Based Approaches for Managing Allergic Rhinitis: Focus on Diagnosis, Classification, and INAH/INCS Treatments	<b>Dr. Hatem Mosaad Hassan</b> Consultant & Head of Otolaryngology, Head & Neck surgery, International Medical Center (IMC), Jeddah, KSA	
3:35	Guidelines & Evidence-Based Approaches for Managing Allergic Rhinitis: Focus on Diagnosis, Classification, and INAH/INCS Treatments	<b>Dr. Eslam ElBaroudy</b> Consultant Pediatrician at Sheikh Kalifa Medical City (SKMC), AbuDhabi, UAE Head of Arab Academy of Pediatrics (ArAPS), UAE	
3:50	The Future of Patient-Centered Care: Guided Clinical Practice and Solutions	<b>Dr. Mahmoud Bakir</b> KSA	
4:05	Erectile Dysfunction and Mental Health: Bridging the Gap Between Psychiatric Care and Effective ED Treatment	<b>Dr. Saeed Hussein</b> Head of Pharmacy , Erada Center for Treatment and Rehab in Dubai Scientific Chairman for Emirates Pharmacy Society, UAE	
4:20	Cardiovascular Well-Being and ED: Approaches to Manage Comorbid Conditions Effectively	<b>Professor Mohamed Abuzakouk</b> Consultant in Allergy and Clinical Immunology and Allergy and Immunology Division Chair, MSI, Cleveland Clinic, Abu Dhabi, UAE	
4:35	Panel Discussion + Q&A		
5:00	Adjourn		










## Hypertension Ground Round

### Navigating the Impact and Challenges of Hypertension: Evidence-Based Insights for Clinicians and Cardiologists Throughout the Disease Journey

This ground round aims to present innovative techniques for the early diagnosis of hypertension, optimize guided treatment options and modalities, and address the implications of blood pressure variability to improve overall cardiovascular outcomes and patient care.

#### Target Specialties

Cardiologists, Cardiac Surgeons, Emergency Care Providers, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.

 Date	 Time	 Venue	 Location	
Sunday, 13 October 2024	9.30am - 11.30am	Saqr Ballroom C	Fairmont Bab Al Bahr Abu Dhabi, UAE	



9:30	Driving Collaborative Excellence in Outcomes: Featuring Multidisciplinary Standards in Clinical Practice	<b>Dr. Salam Abu Zeid</b> Medical Manager, Viatris	
9:40	Advancements in Early Detection: Novel Techniques and Approaches for More Effective Hypertension Screening and Diagnosis	<b>Dr. Samer Ellaham</b> MD, Cardiology Consultant Clinical Professor, UAE	
10:00	Advancing Monotherapy Strategies for Effective and Sustainable Hypertension Management	<b>Dr. Omar Hallak</b> Professor at MRBU, UAE	
10:20	Exploring Blood Pressure Variability: Its Implications for Hypertension Control and Cardiovascular Risk Assessment	<b>Dr. Hussain Heshmat</b> Consultant Pediatrician at Sheikh Kalifa Medical City, Abu Dhabi, UAE Head of Arab Academy of Pediatrics, UAE	
10:40	Transforming the Patient Journey: Advancing Access and Adherence to Elevate Guided Standards of Care	<b>Dr. Barrett Jeffers</b> Head of GM Portfolio Management, Medical Affairs, Viatris	
10:55	Hypertension and Angina: Investigating their Interconnections and Stratifying Control Strategies for Hypertension	<b>Dr. Ihab Attiya</b> Prof. of Cardiology, Ain Shams University, Egypt	
11:15	Panel Discussion + Q&A		
11:30	Adjourn		



### Pain Enlightening Round

#### Precision in Pain Care: Diagnostic Accuracy and Emerging Treatments for Optimal Patient Outcomes

This enlightening session will provide the latest advancements and strategies in pain management. It will also explore accurate diagnostic methods, the current landscape of existing treatment approaches, and emerging data. The overall goal is to enhance clinical outcomes through updated treatment protocols, interdisciplinary collaboration, and patient-centered care.

#### Target Specialties

Pain Specialists, Anaesthesiologists, Diabetologists, Endocrinologists, Neurologists, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.

Date	Time	Venue	Location
Sunday, 13 October 2024	9.00AM - 11.30AM	Saqr Ballrooms B	Fairmont Bab Al Bahr Abu Dhabi, UAE



9:00	Driving Collaborative Excellence in Outcomes: Featuring Multidisciplinary Standards in Clinical Practice	<b>Dr. Amina Cherchali</b> Senior Medical Manager, Gulf and Levant Viatris	
9:10	Evolving Pain Management: Integrating Classic Approaches with New Insights for Long-Term Effective Management	<b>Dr. Amar Salti</b> Consultant Pain Management Cleveland Clinic, Abu Dhabi, UAE	
9:30	Tackling Osteoarthritis: Comprehensive Strategies for Pain Management and Progression Mitigation	<b>Professor Andrey Karateev</b> MD, Head of the Department of Inflammatory Joint Diseases, Head of the Laboratory of Pain Pathophysiology and Clinical Polymorphism of Rheumatic Diseases, V.A. Nasonova Research Institute of Rheumatology, Russia	
9:50	Case Study on Current Strategies in Chronic Low Back Pain Management: From Acute Intervention to Long-Term Care	<b>Dr. Amar Salti</b> Consultant Pain Management Cleveland Clinic, Abu Dhabi, UAE	
10:10	The Future of Patient-Centered Care: Guided Clinical Practice and Solutions	<b>Dr. Chris Walker</b> Global Medical Affairs Lead, Viatris	
10:30	Precision in Painful Diabetes Peripheral Neuropathy: Bridging Gaps in Diagnosis and Management Strategies	<b>Dr. Ossama Barakat</b> Consultant in Diabetes and Endocrinology, UAE	
10:50	Psychological and Psychiatric Impact of Chronic Pain: Insights and Interventions from a Mental Health Perspective	<b>Dr. Shuja Reagu</b> Consultant Forensic Psychiatrist and Clinical Director for Mental Health Services for the State of Qatar, Doha, Qatar	
11:10	Panel Discussion + Q&A		
11:30	Adjourn		



## Lipidology Symposium

### Personalizing Care: Optimizing Statin Dosing, Guideline Recommendations for Dyslipidemia, and Standards of Care in Diabetes Management - An In-Depth Huddle on Advancing Patient Outcomes

This symposium provides an in-depth examination of the optimal dosing of statins tailored to individual patient needs, explores guideline recommendations for effective dyslipidemia treatment, evaluates the latest standards of care for managing diabetic patients, and addresses a range of other relevant topics in the field.

#### Target Specialties

Cardiologists, Cardiac Surgeons, Emergency Care Providers, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.

Date	Time	Venue	Location
Sunday, 13 October 2024	12:00pm - 02:00pm	Sagr Ballroom C	Fairmont Bab Al Bahr Abu Dhabi, UAE



12:00	The Interrelationship and Accumulation of Cardiometabolic Risk Factors Amongst Young Adults in the United Arab Emirates: The UAE Healthy Future Study	TBC	
12:20	Bespoke Statin Therapy for Dyslipidemia: Personalizing Treatment Plans for Effective Management	<b>Dr. Samer Ellaham</b> MD, Cardiology Consultant Clinical Professor, UAE	
12:40	Pitfalls in Treatment Compliance: Addressing and Overcoming Challenges in Long-Term Statin Therapy Management	<b>Professor Igor Sergienko</b> MD, PhD, DMSc, Main Researcher Head of Atherosclerosis phenotype Department Chazov National Medical Research Center of Cardiology Director of Russian National Society of Atherosclerosis, Russia	
1:00	Managing Dyslipidemia in Diabetic Patients: Integrating Statin Therapy with Glycemic Control for Improved Outcomes	<b>Dr. Ossama Barakat</b> Consultant in Diabetes and Endocrinology, UAE	
1:20	High-Risk Cardiovascular Patients: Are High-Dose Statins the Best Practice?	<b>Associate Professor Rafid Al-Taweel</b> Consultant interventional cardiologist FRCP (Edin, London), FACC, PMESC, FIBMS, Iraq	
1:40	Panel Discussion + Q&A		
2:00		Adjourn	





## Dermatologists Fireside Chat

### Advancing Atopic Dermatitis Care: Evidence-Based Management Across All Ages with AI-Enhanced Screening Insights

This fireside chat will provide the latest developments in the diagnosis and management of Atopic Dermatitis, focusing on best practices in evidence-based management for infants, adolescents, and adults. It will include interactive case studies and the topics on intervention of artificial intelligence (AI) for screening.

#### Target Specialties

Dermatologists, Allergists, Immunologists, Family Medicine, Internal Medicine, Allied Health Professionals, Health Economists, Nurses, Pharmacists, Primary Care Providers, Public Health Providers, Researchers, and Therapists.

Date	Time	Venue	Location
Sunday, 13 October 2024	12:00pm - 02:00pm	Saqr Ballroom B	Fairmont Bab Al Bhar Abu Dhabi, UAE



12:00	Driving Collaborative Excellence in Outcomes: Featuring Multidisciplinary Standards in Clinical Practice	<b>Dr. Osman Zubaidi</b> Sn. Medical Manager, Medical Affairs Gulf and Levant, Viatris	
12:05	Trends in Atopic Dermatitis Treatment: A Comprehensive Introduction from Clinical Standpoint	<b>Dr. Ashraf Reda</b> Consultant Dermatologist, Mediclinic Welcare Hospital; Adjunct Clinical Associate Professor of Dermatology, Mohamed Bin Rashed University, College of Medicine, UAE	
12:20	Decoding Atopic Dermatitis in Infants: A Focus on Pathophysiology and Diagnosis	<b>Dr. Eslam ElBaroudy</b> Consultant Pediatrician at Sheikh Kalifa Medical City, Abu Dhabi, UAE Head of Arab Academy of Pediatrics	
12:35	Atopic Dermatitis Management: Mechanism of Actions and Clinical Efficacy Explained	<b>Professor Olga Tamrazova</b> Professor, The Patrice Lumumba Peoples' Friendship University of Russia, Department of Dermatology, Russia	
12:50	The Future of Patient-Centered Care: Guided Clinical Practice and Solutions	<b>Dr. Salman Rizvi</b> JANZ-EM Above Country, Medical Education & Digital Implementation Lead, Viatris	
1:05	Managing Atopic Dermatitis Over Time: Clinical Case Presentations and Analysis	<b>Professor Olga Tamrazova</b> Professor, The Patrice Lumumba Peoples' Friendship University of Russia, Department of Dermatology, Russia	
1:20	Early Intervention in Atopic Dermatitis: Case Studies and Discussions	<b>Dr. Eslam ElBaroudy</b> Consultant Pediatrician at Sheikh Kalifa Medical City, Abu Dhabi, UAE Head of Arab Academy of Pediatric	
1:35	Managing Atopic Dermatitis Over Time: Clinical Case Presentations and Analysis	<b>Dr. Ashraf Reda</b> Consultant Dermatologist, Mediclinic Welcare Hospital; Adjunct Clinical Associate Professor of Dermatology, Mohamed Bin Rashed University, College of Medicine, UAE	
1:50	Panel Discussion + Q&A		
2:00	Adjourn		



## Answering Unmet Clinical & Scientific Needs

- In the dynamic realm of medicine, the quest for knowledge and understanding of therapeutic gaps is essential for driving advancements in patient care. Research Talks exemplify this pursuit.

During the HEAL Conference 2024, Research Talks will feature regional data published in peer-reviewed journals. These contributions, resulting from the efforts of numerous national and regional experts, aim to be both insightful and actionable. The exhibit's goal is to facilitate a deeper understanding of complex scientific data through accessible and concise research summaries.













## Highlights of the Research Talks Exhibition

The exhibition includes over 25 publications spanning multiple therapeutic areas, such as Cardiovascular Diseases, Psychiatric Disorders, Men's Health, and Neurology (Pain). This reflects the diverse range of research supported by Viatri. More than 60 authors from 15 countries in the region contributed to these works.

At the HEAL Conference 2024, Research Talks presents these publications through posters, and selected strategic publications will be presented by their respective lead authors. We encourage you to visit the Research Talks exhibition and join the poster presentations according to the following schedule:



## Oral Poster Presentations

12 October 11:15 am Research Talks Exhibition Area	<b>Improving Mental Health Outcomes in Patients with Major Depressive Disorder in the Gulf States: A Review of the Role of Electronic Enablers in Monitoring Residual Symptoms.</b> Journal of Multidisciplinary Healthcare	<b>Dr. Nahida N. Ahmed</b> Chief Medical Officer Sakina Mental Health Services, Abu Dhabi, UAE	 	Access to Paper
12 October 1:30 pm Research Talks Exhibition Area	<b>Phosphodiesterase Type 5 Inhibitors as Treatment for Erectile Dysfunction: A Webinar-Based Poll Unveiling Perceptions of Healthcare Professionals.</b> Journal of Comparative Effectiveness Research	<b>Dr. Maher S. Moazin</b> Consultant of Urology / Andrology King Fahad Medical City, Riyadh, Saudi Arabia	 	Access to Paper
12 October 2:30 pm Research Talks Exhibition Area	<b>The UAE healthy future study: A pilot for a prospective cohort study of 20,000 United Arab Emirates nationals.</b> BMC Public Health	<b>Professor Abdishakur Abdulle</b> Associate Director, Senior Research Scientist Public Health Research Center, New York University Abu Dhabi, UAE	 	Access to Paper
12 October 5:00 pm Research Talks Exhibition Area	<b>Empowering Tomorrow:</b> Next-Gen Med-Ed	<b>Dr. Vijay Talla</b> Head of Medical Education Japan, Australia, New Zealand, and Emerging Markets, Viatri	 	Access to Paper
13 October 11:00 am Research Talks Exhibition Area	<b>Understanding the Management of Hypertension and Dyslipidaemia in UAE Population: An Evidence Based Mapping of Literature.</b> Saudi J Med	<b>Dr. Samer Ellahham</b> Senior Consultant of Cardiology Sheikh Khalifa Medical City, Abu Dhabi, UAE	 	Access to Paper
13 October 11:00 am Research Talks Exhibition Area	<b>Empowering Tomorrow:</b> Next-Gen Med-Ed	<b>Dr. Vijay Talla</b> Head of Medical Education Japan, Australia, New Zealand, and Emerging Markets, Viatri	 	Access to Paper





Hosted by



# HEAL

## CONFERENCE

### 2024

Middle East North Africa  
& EURASIA



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.  
Viatrix does not practice medicine. Each healthcare professional should exercise his or her own independent judgment in the diagnosis and treatment of an Individual patient.