



Hosted by



VIATRIS

HEAL








CONFERENCE

2024

Middle East North Africa
& EURASIA

OCTOBER | **2024**
12th - 13th | **ABU DHABI**
UAE
FAIRMONT BAB AL BAHR

TOC

	01 ABOUT VIATRIS	01
	02 HEALTHCARE SERVICES	02
	03 HEAL PHILOSOPHY	03
	04 HEAL CONFERENCE EVENT	04
	05 WHY PARTICIPATE	05
	06 HEAL EXIBITION AVENUE	06
	07 HIGHLIGHTS FROM HEAL 2023	07

This brochure is intended to provide an organised list of summary sections to guide and allow you to navigate through HEAL Conference 2024 preparations with ease. Please don't hesitate to contact the conference organisers for more details. Look forward seeing you joining and participating in October in Abu Dhabi

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 a healthier 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 these channels to stay up-to-date on the latest Viatis news.



www.Viatis.com



Follow Viatis on LinkedIn



Follow us on @ViatisInc



Subscribe to our
Youtube channel



Subscribe to Viatis's
Listen Well podcast

EVOLVING HEALTHCARE SERVICES

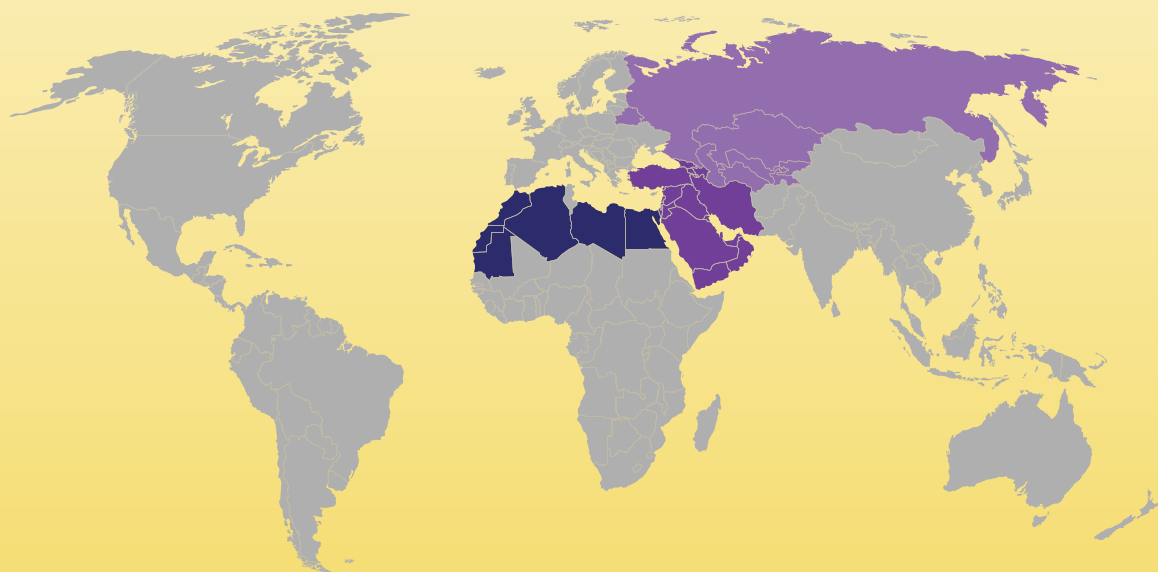
Over recent decades, Middle East North Africa (MENA) nations have significantly improved their healthcare systems.¹ Notable achievements include quality medical hubs attracting global patients, the United Arab Emirates ranking 22nd in the 2020 World Index of Healthcare Innovation,¹ and Saudi Arabia providing free public healthcare to nationals and public sector expatriates.¹

Challenges faced despite progress; MENA faces rising non-communicable diseases (cardiovascular, diabetes, mental health, cancer) and disparities in healthcare access due to differing approaches, funding, and socioeconomic factors.

Guided clinical practice is essential to ensure that evidence-based guidelines are followed for better patient outcomes. Effective health information systems can track data, monitor disease trends, and improve decision-making.

Digital transformation, including electronic health records (EHRs) and clinical decision support systems (CDSS), promotes standardised practices. AI and machine learning further support data analysis and clinical decision-making.²

Focusing on patient needs, preferences, and cultural context enhances healthcare delivery, highlighting the importance of patient-centered care in MENA .³



References:

[1.Healthcare in the Middle East - statistics & facts | Statista](#)

[2. An overview of clinical decision support systems: benefits, risks, and strategies for success](#)

[3.BMC Health Services Research \(biomedcentral.com\)](#)



HEAL PHILOSOPHY

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

Viartis believe 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

CONFERENCE

Annual Regional
Multidiscipline Event to
Connect-Collaborate-Care

FORUM

Country Specific Events
to Discuss Local Patient
Management Approaches
& Customize Care

LIBRARY

A One Stop Digital Educa-
tional Platform by
Healthcare Providers for
Healthcare Providers



ABOUT HEAL CONFERENCE 2024 EVENTS

STANDARDISED GUIDED CLINICAL PRACTICE

Heal Conference 2024 events represents a unique opportunity to get engaged in discussions, that shape the future of medical practices and patient care. This years theme is Standardised Guided Clinical Practice

The conference event will bring together key opinion leaders, members of the Department of Health, and esteemed colleagues from across the medical and pharmaceutical fields to collaborate, learn, and inspire one another.

HEAL conference 2024 will be an invaluable opportunity to network with peers, engage with pioneering minds, and contribute to shaping the future of healthcare.

Through over 15 scientific key note sessions, symposia, fireside chats, masterclasses, focus group events, the Conference will delve into the multifaceted challenges encountered in daily clinical practice, addressing a range therapeutic areas:



PSYCHIATRY



CARDIOLOGY



NEUROLOGY



DERMATOLOGY



ALLERGY



UROLOGY

As part of our commitment to excellence and leadership in healthcare, your participation is crucial. Together, we will explore cutting-edge advancements, tackle challenges in healthcare standardisation, and build professional networks that foster innovation and growth.

OVER 50 LEADING REGIONAL EXPERTS

WHY PARTICIPATE?

WHO WILL YOU MEET?

The premier platform for idea exchange and fresh insights into the future of standardised guided clinical practice.



Network and engage with:

- Global healthcare professionals
- Key Opinion leaders
- World class faculty



Opportunities:

- Learn new ideas and best practices
- Establish potential collaborations
- Showcase tools and resources at HEAL Exhibition Avenue



Knowledge :

- Gather valuable insights on standardised guided clinical practice
- Engage in critical conversations with experts and peers
- Stay ahead of the curve with latest advances



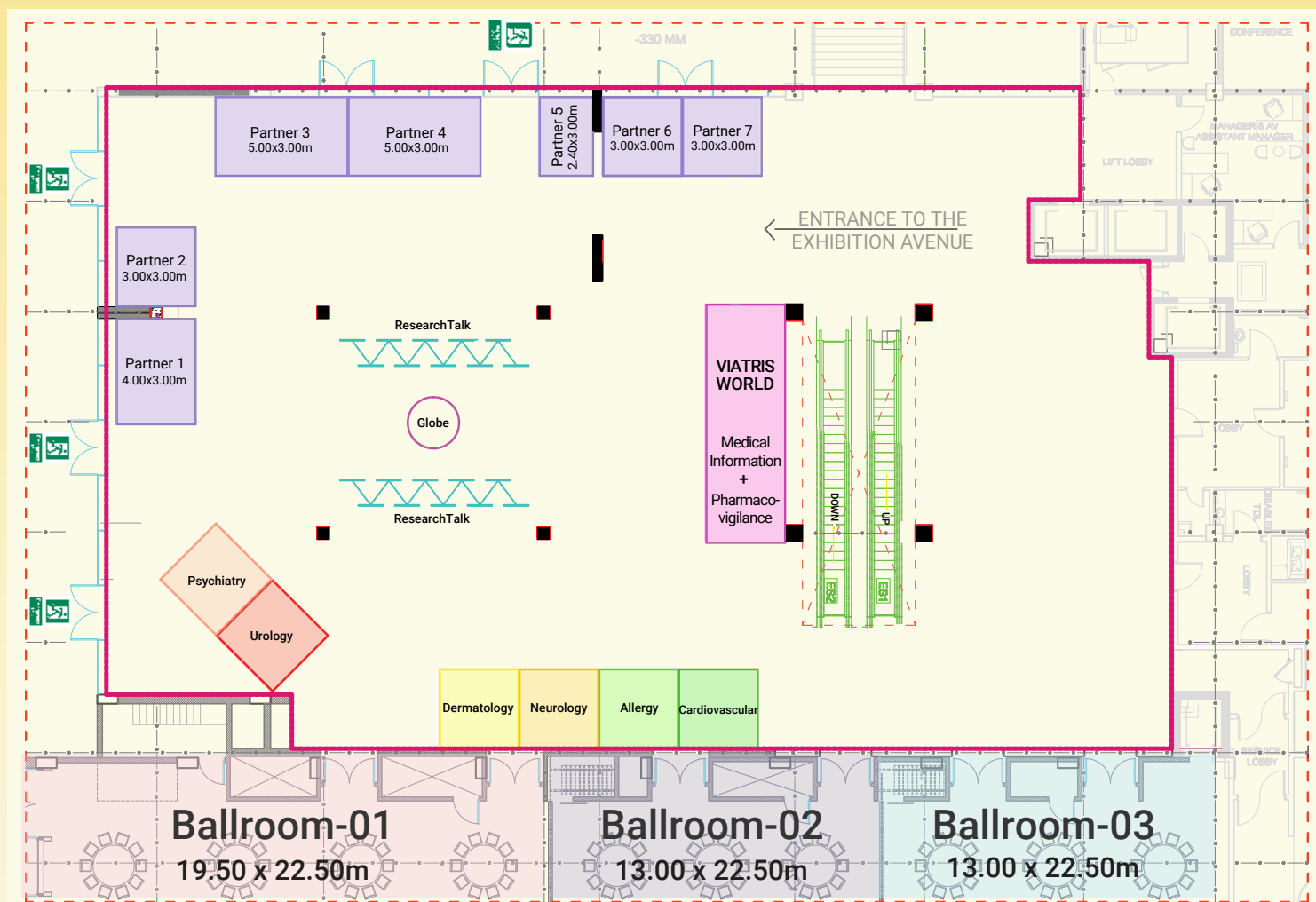
Attendees:

Physicians, Pharmacists, Nurses, Researchers, Medical & Pharmacy Students, Representatives of Medical Societies, Regulators & Relevant Pharma and Biotechnology Partners.

CONNECT • COLLABORATE • CARE

HEAL EXHIBITION AVENUE

The exhibition avenue offers a comprehensive showcase featuring leading industry partners, each presenting their latest innovations and services. The avenue is divided into displays representing different therapeutic areas providing tailored insights into each field's advancements. Central to the exhibition is the 'Research Talks' zone, where cutting-edge research papers are displayed, inviting attendees to engage in discussions about new findings and methodologies. This provides a unique opportunity to network, share knowledge, and discover innovative practices that shape the future of medicine.



EXHIBITION AVENUE

- 7 Partners
- VIATRIS WORLD
- Cardiovascular
- Allergy
- Dermatology
- Neurology
- Psychiatry
- Urology
- ResearchTalk
- Four Emergency Exit

HIGHLIGHTS FROM **HEAL** 2023

Conference

3

Days Calendar

8

Therapy Areas

12

Endorsing entities

43

CME Points

92

Presentation Talks

16,882

Attendance Hybrid

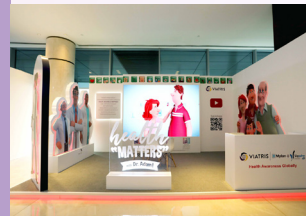
17

Scientific Events

66

Faculty Members

KOLs, Advisors, Researchers, Experts, Trainers.



Exhibition Avenue

10

Digital Projects

5

Collaborators' Exhibits



Collaborations

1

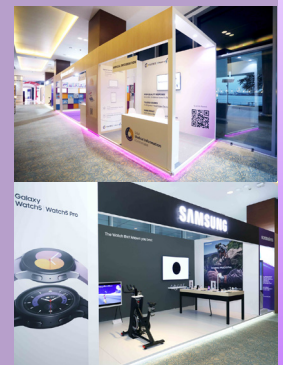
Academia

19

Societies

7

Industry Partners



COLLABORATORS 2023

Viatrix' strong legacy of collaboration with industry, government agencies, policy makers, trade associations, industry researchers, patient advocacy groups and non-profit organisations is an effort towards transforming global healthcare.

CONFERENCE & EVENTS ENDORSING PARTNERS



HEALTHCARE PARTNERS

SAMSUNG

جامعة نيويورك أبوظبي
NYU | ABU DHABI

EDUCATIONAL PARTNERS



INDUSTRY PARTNERS



HEAL

CONFERENCE

2024 Middle East North Africa
& EURASIA

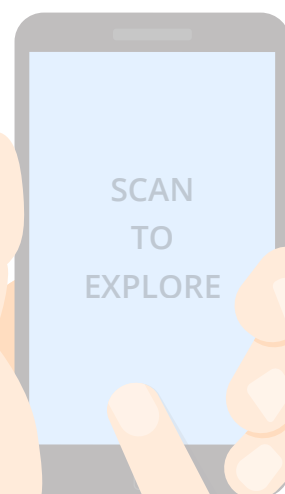
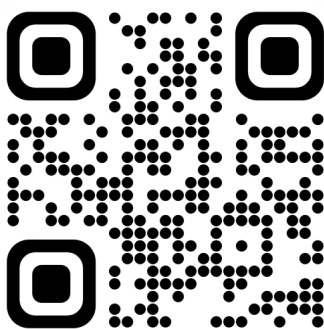


HEAL
Health for All

Hosted by



VIATRIS



ViatriS Middle East FZ-LLC, Atlas Business Center-6th floor, Al Falak St. Dubai Media City,
PO Box 502049, Dubai United Arab Emirates, Tel. 971.4.512.1500