



MED2020  
FORUM

# TRANSFORMING THE FUTURE OF MEDICINE

IN THE  
MENA  
REGION

FOR SUPERIOR HEALTHCARE OUTCOMES

Date: 26-27 October, 2014  
Intercontinental Hotel – Muscat, Oman

Organized by



ROSALIND FRANKLIN UNIVERSITY  
OF MEDICINE AND SCIENCE

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Med 2020 Forum



@med2020





# Welcome



Despite the significant advances and scientific innovations in medicine, the health of populations, world-wide, has not improved significantly. Furthermore, the impact of breakthrough therapies such as gene manipulation, stem cell transplants and organ regenerative technology, have been minimized because of poor implementation strategies. As the social, commercial and political interactions between countries and people spread, so do the health issues of those people and countries. The developed and developing countries are facing diseases which they have not had to deal with before. Health and disease are no longer local, but global.

The massive buildup of new health care facilities, adding hospital beds and technology, has only resulted in escalating the cost of health care delivery prompting governments to implement sweeping, but often misguided health care reform policies.

Professionals all over the world have been gathering together, to share knowledge and suggest effective solutions to improve the health of their populations. The suggested solutions; however, remain elusive concepts.

This forum is specifically designed, not only to share knowledge and discuss the new and exciting innovations in medicine, but also to transform this knowledge and innovation into actionable programs that could be easily and rapidly implemented. The health of any population can be improved only through the implementation of transformational models of care which will result in exceptional health outcomes.

On behalf of the Organizing Committee, I invite you to attend MED 2020 Forum.

We look forward to seeing you all in Muscat

A handwritten signature in black ink, appearing to read 'Rabi F. Sulayman'.

Rabi F. Sulayman, M.D.  
Chairman of the Organizing Committee

THE FUTURE

OF MEDICINE

# JITUJURE

# CINE

Medicine has come a long way over the decades but has yet a long way to go. Medicine and medical practices need to constantly evolve to keep up with the changing trends and ahead of diseases. Diseases being the arch nemesis of our fast moving world.

At Med 2020 Forum we strive to bring international medical excellence to challenges in medicine and medical practices being faced today. This forum will be a unique gathering of Local medical bodies and patients with International experts, in the fields of Cardiology, Metabolic Syndromes, Blood Disorders, Anti Aging, Pediatrics, Trauma & Critical Care and Global Health.

The future of medicine lies in bringing a balance between the art of medicine and science and technology. This forum will focus on the way ahead in the field of medical science with Transformational Models for Superior Healthcare Outcomes.

“The key to staying ahead is being prepared” - Med 2020 your first step to excellence.

**HEALTHCARE  
IN OMAN AND  
THE MENA  
REGION**

## Healthcare In Oman

The Sultanate of Oman has entrusted the MOH with the responsibility of stewardship and coordination of the health sector, apart from being the principal health care provider. The MOH develops health policies, strategies and health programs and plans for the sector and also bears the preventive, curative, and rehabilitative care workload.

Oman is one of the few countries worldwide that has achieved a dramatic transformation in its health status over a remarkably short span of time. Oman's current health indicators compare well with those of many developed countries with a remarkable control of pregnancy related mortality and morbidities, preventable diseases of childhood and other communicable diseases of public health relevance. This is evident from the changes in the various health indicators.

Omani nationals have free access to the country's public health care, though expatriates typically seek medical care in private sector clinics and hospitals. Generally, the standard of care in the public sector is high for a middle-income country. The country now has very low rate of disease once common communicable diseases such as measles and typhoid. Due to rapidly increasing incomes and changing lifestyles and diet, the levels of non-communicable diseases such as cardiovascular disease and diabetes are an increasing problem.

The hospitals in Oman generally provide a high quality of health care. Most of the largest and most advanced hospitals and health centers are located in Muscat, such as the Royal Hospital of Oman and the Sultan Qaboos University Hospital.

Though the Omanis have a high life expectancy of 73.8 the nation's medical industry cannot be compared to other more developed countries. Still the government

is trying to develop this sector and encourage students to study medicine. Although a sizable portion of the healthcare workforce is foreign born, due to an aggressive government policy of «Omanization», this is beginning to change. The country now has an accredited medical university and many Omani doctors have obtained their medical training in countries such as Australia, Canada, the United Kingdom and the United States.

## Healthcare in the MENA region

There are challenges facing the healthcare industry throughout the MENA region as populations grow and life expectancy increases. A key issue in the region remains the growing number of chronic conditions and diseases such as diabetes, obesity and heart disease. The medical infrastructure must also improve and expand; medical cities in the GCC countries are leading the way with increased access to healthcare. Furthermore, there is a vital need for recruiting, educating and training local work forces, which can only be achieved by partnering with international companies.

It is estimated the GCC healthcare market is to grow 11% per annum to \$43 billion by 2015 and on to \$60 billion by 2025. In the developing or post-conflict countries of the MENA region, technology will play an increasingly bigger role in helping people access healthcare, even in rural areas. Private companies will have to be utilized to supplement the public healthcare sector.

A variety of different health systems are followed, or used as models: American, British, French and others. Some countries follow more than one system. However, many lack an effective primary care system. In most countries in the area, health care is free at the point of access. Prosperity in much of the region has led to a decrease in infant mortality rates and infectious diseases and an increase in life expectancy but the

conflict in some countries in the region is causing an urgent need for help. Most countries have started a public education awareness programs to discourage smoking publicizing its dangers, encouraging the population to take up exercise to help reduce diabetes and cardiovascular disease.

Almost all countries in the region have one or more well established medical schools, with numbers of local graduates increasing. However, there are still a significant number of doctors from Sudan, Egypt, Iraq and the Indian subcontinent that work in hospitals in the Gulf countries as well as smaller numbers from Europe, North America and other parts of the world. There is a shortage of locally trained nurses in the Gulf with reliance on nurses from Southern Asia.

Postgraduate medical training in the area has developed significantly in the last decade. Most countries have postgraduate medical training boards that set standards for medical training, training curricula and examinations. Training in general practice, however, is still at its early development level.

The key challenges facing the future of medicine in the region are: educating a skilled and flexible medical workforce able to adapt to the rapidly changing health-care environment; building capacity and capability through recruitment, retention, education, and partnership; locally relevant research supported by international partnerships; and driving improved clinical performance through a focus on quality and safety.

# MED 2020 TEAM

## FUTURE MEDICINE TRANSFORMERS



**Inis Bardella, MD, Professor Family and Preventive Medicine, Chicago Medical School, Rosalind Franklin University**

Dr. Bardella, Professor of Family and Preventive Medicine, received her B.A. in Biology from Washington and Jefferson College, Washington, PA (1981) and her MD from the Temple University School of Medicine, Philadelphia, PA (1985). Her family medicine specialty training occurred at the Washington Hospital Family Medicine Residency, Washington, PA (1988-1985). Dr. Bardella served as a family physician and emergency physician in rural Pennsylvania for eight years prior to entering academic medicine at the University of Pittsburgh in 1996. Her academic focuses have been medical education development and evaluation, and faculty development and evaluation within and beyond the borders of the United States. These elements

are hallmarks throughout Dr. Bardella's education, research and administrative activities spanning the University of Pittsburgh, Indiana University, the University of Colorado, the National University of Rwanda and now the Chicago Medical School. She has several publications, awards and funded projects, but most values the opportunities she has been given to mentor students, residents and faculty in six countries. Dr. Bardella has served on regional, state and national committees addressing medical education and workforce issues.

At Rosalind Franklin University, Dr. Bardella leads efforts university-wide to develop equitable global partnerships that prepare students, residents and faculty to meet the health needs of the world, especially the poor. She engages to develop medical education in low- and middle-income countries. Her national and international presentations emphasize practical and relevant strategies to improve health outcomes globally. Dr. Bardella has worked in Kyrgyzstan and Rwanda, with current efforts focusing on Albania, Kosovo, the Democratic Republic of Congo and Uganda. Dr. Bardella's research involves assessment of the impact of global health student experiences and of faculty development outcomes.

Dr. Bardella practices clinically as a family physician in the Rosalind Franklin University Health System. Her clinical practice emphasis and passion are care of underserved rural and urban populations in the US and globally.



**Rabi Sulayman, MD, Chairman, Department of Pediatrics, Advocate Children's Hospital**

A native of Lebanon, Dr. Sulayman earned his MD from the American University of Beirut. He completed a pediatric residency at Boston Children's Hospital, Harvard Medical School and a pediatric cardiology fellowship at the University of Chicago. Dr. Sulayman is credited for the building and development of Advocate Children's Hospital, Oak Lawn campus. He has demonstrated expertise in the development of advanced clinical and educational programs at the national and international levels, with collaborative programs in many hospitals in East Africa and China. He is currently Professor and Chairman of the Department of Pediatrics at Advocate Children's Hospital, Oak Lawn and the Chicago Medical School – Rosalind Franklin University.





**Thom Lobe, MD, MBA, FACS, IPSO, FACPE, Senior Pediatric Surgeon, Advocate Children's Hospital**

Dr. Lobe graduated from the University of Maryland School of Medicine. He completed his residency in surgery at Ohio State University Hospital and his fellowship at the Johns Hopkins Hospital. He earned his MBA from the University of Tennessee College of Business Education.

Dr. Lobe is a pioneer in introducing minimally invasive surgical techniques and laparoscopic surgery into the USA. His interests though, went beyond routine surgery, evolving into significant clinical and academic work in Rejuvenation Medicine. Besides being a member of numerous surgical academics and societies, he is Board Certified and a member of the American Academy of Medical Hypnosis, American Society of Laser Medicine and Surgery and the American Board of Medical Acupuncture.

Dr. Lobe is nationally and internationally recognized. He is widely published and acts as editor for several peer reviewed journals and publications. He was, until recently, the chair of the Department of Surgery at the University of Tennessee where he has a faculty appointment as Professor.



**Kathleen Ann Webster, MD, MBA, FAAP**

Dr. Webster earned her medical doctor degree (MD) from the University of Louisville, Kentucky; and her Master of Business Administration (MBA) from the University of Massachusetts, Amherst. She earned a certificate in health care management from Loyola University in Chicago and is the recipient of the Award of Academic Achievement in Medical Management from the American College of Physician Executives. Dr. Webster completed her residency in pediatrics at Cardinal Glennon Children's Hospital and a fellowship in pediatric critical care at Harbor UCLA Medical Center.

After completing her training and earning her board certifications, Dr. Webster took a serious interest in telemedicine and telehealth, and joined the Illinois Health Information Exchange Telehealth Workgroup and became a member of the Advisory Committee to the Exchange Authority and Illinois Office of Health Information Technology which was charged with the implementation of telehealth within the State. Her expertise led her to join the American

Telehealth Association and to participate in the development of telehealth standards and guidelines.

In addition to her expertise in the development and implementation of telehealth programs, Dr. Webster continues to be active in pediatric critical care medicine. She is currently a Site Reviewer for pediatric critical care centers and Illinois Emergency Medical Services for Children. Most recently, she was chosen as the Guest Editor of Pediatric Annals "Telehealth to Facilitate the Pediatric Medical Home." She is the author of several articles published in peer reviewed journals addressing critical care and telemedicine. At present, Dr. Webster is Director of Critical Care at Loyola University and holds the rank of Associate Professor.



**Marc Silver, MD, FACP, FACC, FCCP, FAHA, Chairman, Department of Internal Medicine, Advocate Christ Medical Center**

Dr. Silver earned his MD from Rush Medical College. He completed his residency in internal medicine and fellowship in cardiology at Rush Presbyterian St. Luke's Medical Center. His clinical and research interests and expertise focus on congestive heart failure and cardiac transplantation, a field in which he is a national and

international authority. He is extensively published in peer reviewed journals, has authored numerous book chapters and the book titled "Success with Heart Failure" (De Capo Press).

Dr. Silver has served as the Medical Director of the Heart Transplant Program at the University of Illinois and the Heart Failure Center at Loyola University. He is the Editor-in-Chief of the Congestive Heart Failure Journal and is on the Editorial Board of the Journal of the American College of Cardiology, the Journal of Heart Disease, the Journal of Cardiac and Vascular Regeneration and the Journal of Heart and Lung Transplantation. He served on the LVAD Certification Task Force of the Joint Commission as well as the Advanced Certification for Heart Failure Standards. He is the recipient of the Illinois Hospital Association Distinguished Science Award in recognition of his commitment to improving the lives of patients through compassionate treatment, research, innovative theories and early detection. At present, Dr. Silver serves as the Chair of the Department of Medicine at Advocate Christ Medical Center and is a faculty appointment as Professor at the University of Illinois.



**Steven Salzman, DO, FATS, Senior Trauma Surgeon, Advocate Christ Medical Center**

Dr. Salzman earned his medical degree from

the New York Institute of Technology, College of Osteopathic Medicine. He completed a surgical residency at Columbia Olympia Fields Hospital and a fellowship in trauma surgery at Rush – Cook County Hospital in Chicago. He has authored numerous publications and book chapters dealing with traumatic injuries and injury prevention. At present, he serves as the President of the Chicago Metropolitan Trauma Society. He is also an active member of the Committee on Trauma of The American College of Surgeons and The Society of Critical Care Medicine. He is an adviser to the Illinois Army National Guard and Medical Director to the 5th District SWAT Team. He has a faculty appointment as Assistant Professor of Surgery at the University of Illinois.



**Elise Madeck, RN, APN, Critical Care Medicine**

Ms. Madeck earned her Masters of Science in Nursing as a Nurse Practitioner from The University of Illinois at Chicago. She is certified by the State of Illinois as a Pediatric Nurse Practitioner and licensed as an Advanced Practice Nurse in critical care. She has the responsibility of educating staff on high risk procedures, intensive care unit processes and new technology and products. She also leads patient safety initiatives within the ICU and coordinates

simulation experiences for nurses and physician residents.

Ms. Madeck has extensive field experience locally and internationally through her work with the American Diabetes Association camps and the Little by Little International Organization in Haiti. She is a research member at the University of Illinois College of Nursing.



**Amber Seba, MD, ASCO, ASH, Hematologist/Oncologist, Advocate Christ Medical Center**

Dr. Seba earned her Medical Doctor degree at the University of Kansas School of Medicine and completed a residency in internal medicine at Rush University Medical Center in Chicago. She completed her fellowship in hematology and oncology at the University of Illinois, where in addition to her clinical activities, she was involved in basic science research investigating stem cells' function and outcomes after stem cell transplants. Most of her investigational work was presented at the national meetings of the American Society of Hematology, or published in peer reviewed journals.

Dr. Seba is an active member of the

American Society of Clinical Oncology and the American Society of Hematology. She was active in establishing guidelines of care for patients with sickle cell anemia and has participated in global medical missions. At present, Dr. Seba is a member of the faculty and attending staff at Advocate Christ Medical Center and a member of Affiliated Oncologists Group, one of the largest hematology/oncology providers in the Midwestern United States.



**Shayla Wilson, MD**

Dr. Wilson completed her undergraduate and graduate studies at the University of Minnesota where she earned her MD. At present, she is completing her post-graduate work at Advocate Children's Hospital in Chicago where she is a Senior Pediatric Resident.

Dr. Wilson realized early on that her interest in medicine and health care goes far beyond becoming a competent and compassionate physician. She had a yearning to become an agent of change. This led her to serve in multiple leadership roles dealing with improving health outcomes for minorities,

immigrants and people living in resource-poor areas. She became the representative of the State of Minnesota to the AMA National Meeting and its caucuses.

Dr. Wilson's passion continues to be understanding the perception of minorities of western health care, and how to deliver health care in a way which they understand and accept. This passion led her to discover the discipline of Global Health and the paradigm shift from focusing on disease to focusing on the global determinants of disease and population health. Her experience as a health provider in the country of Uganda allowed her to discover the person she is and the physician she wants to be. She will be dedicating her professional life to serving the underserved and creating brighter futures for all those whose lives she touches.

## Theme

Transforming the Future of Medicine for Superior Healthcare Outcomes in the MENA region.

## Educational Objectives

- Review the latest advances in Medicine
- Recognize the clinical skills of healthcare professionals
- Analyze and develop patient care outcomes through sharing best practices and expertise
- Apply the shared knowledge into actionable programs

## Accreditation & Designation Statement:

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the sponsorship of Rosalind Franklin University of Medicine & Science, Chicago Medical School. Rosalind Franklin University of Medicine & Science designates this live activity for a maximum of 12.0 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Announcement of Disclosure:

The Planner(s) and speakers of this activity have no relationship with any commercial organizations providing direct or indirect financial support including but not limited to gifts, special incentives, medications, devices or other products. A full disclosure will be announced to the audience verbally and in written format before the activity.

# ABOUT OMAN





## General Facts

Oman is a legendary country which started trading over twelve centuries ago and was the strategic location and passion for seafaring since ancient times have been the guiding force behind Oman rich history of Ports. This tradition of over-seas trade has continued over the year making Oman Pioneers in seafaring.



## Location

South eastern shore of the Arabian Gulf.



## Population

4,000,000



## Language

The official language is Arabic, but English and other languages are widely spoken



## Currency

RO = Rial Omani, 1000 Baiza = 1 Rial.



## Time

GMT4+



## Climate

Oman has a sub-tropical, arid climate.



## Temperature

Temperature ranges 25 – 10 degrees during winter months from (Nov. March) and 50-35 during June to Sept. and the humidity is very high. Rest of the year experience moderate climate.



## Country dialing code

Code +968



## Internet code

om

# WHO

# CAN

# PARTICIPATE

## 1. The medical community

This conference is designed for :  
Physicians, Consultants, Specialist nurses, Link nurses and Registered nurses or any other allied healthcare professional with an interest to learn about the future of medicine.

Key professionals of various Health sectors, Ministries and Health Authorities in the Government Sector, Heads and Associates of Government Health Departments; Hospital Owners, CEO, Managers and other Decision-makers in the Hospitals, Various Healthcare Professionals, Members of different Hospitals, Health and Professional Associations, Societies, Syndicates, Healthcare Research Centers and Universities as well as the most important member of the health team – The Patients.

### Educational Objectives

Educational Objectives

- Review the latest advances in Medicine
- Recognize the clinical skills of healthcare professionals
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- Apply the shared knowledge into actionable programs

## Target Audience

Physicians, Nurses, Allied Health Professionals and Administrators.  
The forum is open to the public.

## 2. The patients community - The public

The invited patients will have great opportunity to interact with our outstanding medical faculty. Our invited guests can ask our doctors during the series of educational programs and sessions about the latest insights in medicine that focus on treatment options, clinical trials and novel therapies. Patients and Caregivers are welcome.

The theme of this year's forum is designed to update attendees on the latest advances in medicine as it relates to novel therapies as well as patient and practice management.

## Objectives and attendees

Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency

**FORUM  
TOPICS  
AND  
PRESENTATIONS**



1

The Metabolic  
Syndromes  
Current  
Management  
and Prevention

2

Trauma and  
Emergency  
Medical Systems  
(Disaster  
Preparedness)

3

Advances in  
Monitoring and  
Management of  
the Critically Ill

4

Population  
Health  
& Managing  
Obesity

5

Breakthrough  
Interventions in  
Sickle Cell Disease  
and Thalassemia

6

Breakthrough  
Advances  
in the  
Management  
of Chronic  
Heart Failure

7

Global  
Health  
Relevance  
and Worth

8

Advances in the  
Management  
and Reversal of  
Circulatory Organ  
Failure

9

Stem Cell  
Transplantation  
The Reversal  
of Disease and  
Aging

10

Telemedicine  
and Telehealth  
Clinical  
Perspectives and  
Implementation

# EVENT AGENDA

SUNDAY, OCTOBER 26

8:00 – 9:00 am	Registration and Breakfast		
9:00 – 9:15 am Remarks	Welcome and Opening		
9:15 – 11:45 am	<b>Session I</b>	1:00 – 4:00 pm	<b>Session II</b>
	Moderator: Rabi Sulayman, MD		Moderator: Marc Silver, MD
9:15 – 10:00 am	The Metabolic Syndromes: Current Management and Prevention	1:00 – 1:45 pm	Population Health: Managing Obesity
	Speaker: Inis Bardella, MD		Speakers: Shayla Wilson, MD Rabi Sulayman, MD
10:00 – 10:45 am	Trauma and Emergency Medical Systems Disaster Preparedness	1:45 – 2:30 pm	Breakthrough Interventions: Sickle Cell Disease and Thalassemia
	Speaker: Steven Salzman, MD		Speaker: Amber Seba, MD
10:45 – 11:00 am	Break	2:30 – 3:00 pm	Break
11:00 – 11:45 am	Advances in Monitoring and Management of the Critically Ill Speaker: Elise Madeck, RN, APN	3:00 – 4:00 pm	Panel Discussions
11:45 am – 1:00 pm	Lunch		

## MONDAY, OCTOBER 27

8:00 – 9:00 am	Registration and Breakfast		
9:00 – 9:15 am	Welcoming Remarks		
9:15 am – 12:30 pm	<b>Session III</b>	12:30 – 3:00 pm	<b>Session IV</b>
	Moderator: Amber Seba, MD	12:30 – 1:15 pm	Stem Cell Transplantation: The Reversal of Disease and Aging
9:15 – 10:00 am	Breakthrough Advances in the Management of Chronic Heart Failure		Speaker: Thom Lobe, MD
	Speaker: Marc Silver, MD	1:15 – 2:00 pm	Telemedicine and Telehealth
10:00 – 10:45 am	Global Health: Relevance and Worth		Speaker: Kathleen Ann Webster, MD, MBA
	Speaker: Inis Bardella, MD	2:00 – 3:00 pm	Panel Discussion
10:45 – 11:00 am	Break	3:00 pm	Closing Remarks - Adjourn Evaluations must be submitted before the CME certificate is issued and presented to the attendees.
11:00 – 11:45 am	Advances in the Management and Reversal of Circulatory Organ Failure		
	Speaker: Steven Salzman, MD		
11:45 am – 12:30 pm	Lunch		

## TUESDAY, OCTOBER 28

Event Site Visits : Visit major selected medical, healthcare and life science facilities in Oman. The program of Site Visits will be announced at a later date. To be part of the Site Visits program please email us at: [register@med2020.org](mailto:register@med2020.org)

# THE ORGANIZERS

Organized by



CME Sponsored by

**ROSALIND FRANKLIN UNIVERSITY**  
OF MEDICINE AND SCIENCE



### About W J Towell :

W.J. Towell Group is a diversified conglomerate, headquartered in Muscat, Oman. It also has a presence in the UAE and Kuwait, as well as India, where operations have recently started. Employing over 10,000 staff, the company operates various businesses from FMCG, joint ventures with Unilever and Nestlé in Oman, dealerships of Mazda, Geely and Bridgestone, property development, construction, engineering to agencies of several other well-known international and regional brands.  
[www.wjtowell.com](http://www.wjtowell.com)

### Rosalind Franklin University of Medicine and Science - Chicago Medical School :

Founded in 1912, Chicago Medical School has been dedicated to excellence in medical education for nearly a century. With recognized innovation in educating health and biomedical professionals, excellence in knowledge creation and scientific discovery focused on prediction and prevention of disease, outstanding clinical programs and compassionate community service, the School has educated thousands of professionals in the medical sciences at all levels of training and experience.  
<http://www.rosalindfranklin.edu/cms/Home.aspx>

### About MenaCare :

MenaCare is a full service business consulting company focused on the delivery of innovative healthcare solutions. MenaCare is specialized in planning and managing healthcare programs and projects .Through its alliance with several strategic business partners, MenaCare is capable of helping investors,business owners, hospitals, physicians and healthcare professionals succeed in developing profitable ventures worldwide.  
[www.menacare.com](http://www.menacare.com)

For More Information

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