

Q&A

YAASEN DALAL

CEO OF DOCTORUNA, DUBAI'S
ONLINE MEDICAL DIRECTORY AND
APPOINTMENT BOOKING SERVICE

P10



SIDRA MEDICAL AND
RESEARCH CENTER IN
QATAR

P11



**A PARTNERSHIP
FOR HEALTHCARE LEARNING**

P04



ARAB HEALTH DAILY DOSE

THE OFFICIAL DAILY NEWSPAPER OF THE ARAB HEALTH EXHIBITION

DAY 03

WEDNESDAY

30TH JANUARY 2013

ALPINION
MEDICAL SYSTEMS

STAND
S3E59

The optimal
solution for
**Women's
Health**



ECUBE9

Outstanding imaging
performance

Intuitive 3D/4D engine:
Volume Master™

Women's Health
specialized transducer set

www.alpinion.com
We are ultrasound professionals

ARAB HEALTH AWARD WINNERS ANNOUNCED LAST NIGHT AT PRESTIGIOUS GALA DINNER

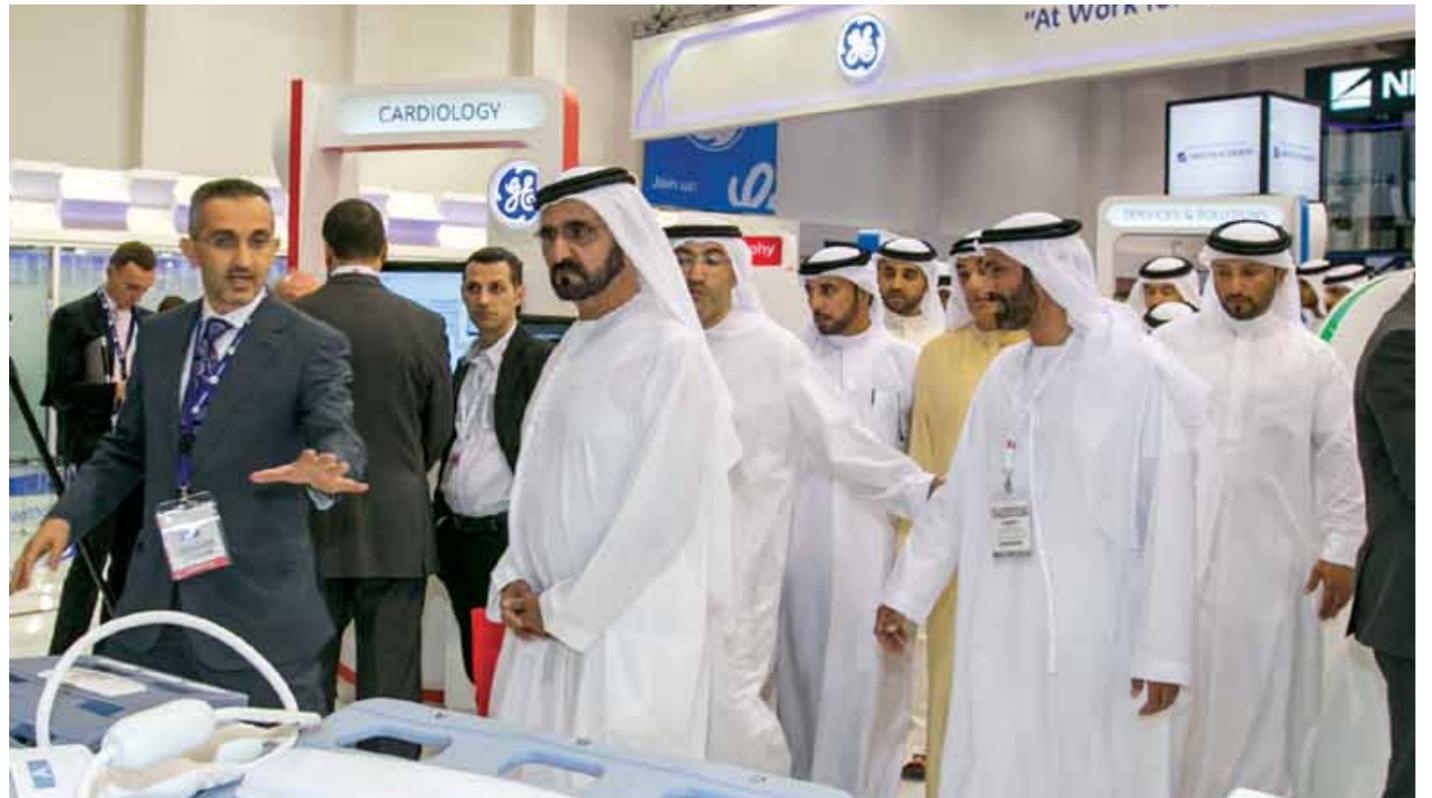


As the Arab healthcare industry grows, it is important to recognise and reward industry leaders and innovators for their contribution and dedication to the health sector.

The Arab Health Innovation & Achievement Awards were held last night at a glamorous gala dinner at the Marriott Marquis Hotel, Dubai, in front of a full house of healthcare professionals, policy makers and media. The Arab Health Awards are seriously contested and have become an eagerly anticipated part of the overall Arab Health event. This year, a huge number of nominations were received, highlighting the importance and high level of regard the awards hold within the Middle Eastern healthcare industry.

The awards are playing an increasing role in improving healthcare standards across the region and last night, the winners were delighted to receive recognition for their work.

CONTINUED ON PAGE 5



H.H. SHEIKH MOHAMMED
MAKES UNEXPECTED TOUR OF
ARAB HEALTH 2013 YESTERDAY

SonoScape

Caring for Life through Innovation

S11

A Value Choice beyond
Your Expectation



S2

Smart Color System, Discovering
Your Outstanding Value



SonoScape Company Ltd.

Yitche Building, Tapan Road, Hantian, Shenzhen, Guangdong, 518051, China
Tel: 86-755-2672 2850 Fax: 86-755-2672 2850
E-mail: market@sonoscape.net www.sonoscape.com



ONLINE MEDICAL DIRECTORY AND APPOINTMENT BOOKING SERVICE LAUNCHED IN DUBAI

Q&A with Yaasen Dalal, CEO of DoctorUna

Doctoruna.com is a new online medical directory and appointment booking service launched initially in Dubai in October 2012 that offers the medical fraternity an instant and effective platform to showcase their services, and an efficient tool to maximise appointment setting. The Arab Health Daily Dose team spoke to Yaasen Dalal, CEO of DoctorUna, to find out more about the services offered and his plans for Doctoruna.com's future development.

CAN YOU TELL US A BIT ABOUT DOCTORUNA.COM?

As a medical directory www.doctoruna.com offers doctors and medical practices bilingual English and Arabic online 'shop front' that enables them to profile their expertise, qualifications and key details regarding their services dramatically increasing their web presence with world-class expertise and improving access to care for patients.

In addition DoctorUna provides a simple but technologically sophisticated appointment setting system that enables appointments to be requested or scheduled 24/7, even when the practice is closed, improving practice efficiency. We have found that 60% of patients are making appointments outside of office hours.

HOW DOES IT WORK?

The website is very simple and easy to use. There are several easy ways for patients to narrow their search for a doctor when they land on the DoctorUna home page. The first way allows them to choose the doctor or dentist by specialty, the second allows them to choose the preferred location, and the third way allows them to select a practitioner that accepts their insurance for Direct Billing.

In the case of booking an appointment with a specific doctor, there is a fourth way to search directly by doctor name. Then a list of doctors that meets the search criteria are listed along with their availability.

With DoctorUna, patients can now book their appointments instantly online, and take advantage of last-minute openings in doctors' schedules. Appointments can also automatically be entered into patients' calendars on Gmail or Outlook, for example.

A specific sequence of reminders are sent by SMS and email to reduce no-shows and so if changes to appointments are required, this can also be done quickly and easily online without calling the receptionist and then waiting to get through.

The appointment booking service can be accessed by patients 24/7 from their computer or smartphone even when the medical practice is closed, allowing them to secure an appointment or re-schedule one right away.

WHAT PROMPTED YOU TO SET UP THIS SERVICE IN THE UAE?

Soon after I moved to the region, I went to a wedding in Beirut and foolishly hurt my back lifting the groom on my shoulders. I found it really challenging to get information and access to medical specialists and services. In this part of the world it can be difficult to figure out who the right doctors are, and who accepts your insurance. Then it can be extremely frustrating to get through to a receptionist and to get an appointment that suits you. In addition to this, it's sometimes not appropriate or convenient to spend the time during working hours to make the appointment as well as letting other people know about your condition.

So I started to think why is it that I can reliably and efficiently book flights and hotels online but there is no online solutions provider for patients and doctors in the region. That's really what prompted the idea of DoctorUna.

HOW DOES THE SITE BENEFIT THE DOCTORS THEMSELVES? WHAT INCENTIVES ARE THERE FOR DOCTORS TO SIGN UP?

From a doctor's perspective, DoctorUna is an instant and effective platform to showcase their services and an efficient tool to maximise appointment setting.

Not only do we provide an unrivalled and extremely targeted audience of new patients, but we help doctors to better manage their appointment scheduling system, which is a service for their existing patients that helps retain them in today's



competitive environment. For instance, because of our SMS and email reminders we help reduce no-shows as we make it so easy for patients to reschedule their appointments. To date, more than 97% of appointments booked through DoctorUna were confirmed and honoured. By broadcasting availability we help unlock hidden supply.

Annual subscription costs for doctors to list on DoctorUna are low, equating in monetary terms to the revenue generated by only one extra appointment per month. The website already has access to a regional database of over 9 million potential patients to whom DoctorUna service is offered free.

CAN A PATIENT USE THIS SERVICE FOR A MEDICAL EMERGENCY TO RING AND SPEAK TO A MEDICAL PROFESSIONAL?

It's important to understand that DoctorUna provides patients the most comprehensive, reliable and convenient information portal for finding a doctor or medical specialist and immediately making an appointment. It does not, however, provide medical advice. Our focus is on empowering patients to make better healthcare decisions and improve their access to care.

For any medical emergency, we recommend patients visit medical practices immediately.

HOW ARE YOU MEASURING THE SUCCESS OF DOCTORUNA.COM?

Since we launched we have received incredibly

positive feedback on the service from both doctors and patients. I am very proud of what my team has achieved so far which has come about through hard work and a deep focus on helping patients and doctors. We measure a lot of factors and link these to our values. I measure the success of DoctorUna by how well we adhere to our values and work towards our mission.

Our list of medical professionals, clinics and hospitals grows every day. Currently, DoctorUna has more than 200 doctors and dentists listed in Dubai, which is an incredible achievement in such a short space of time especially since we visit every single clinic.

Every day since we launched appointments have been successfully scheduled through the website. Interestingly the quickest we have managed so far is one patient who made an appointment and then saw the doctor only 15 minutes later.

WHAT ARE YOUR PLANS FOR EXPANDING THIS SERVICE IN THE REGION?

We launched in Dubai in October 2012 and have an ambitious roll-out programme planned across the MENA region.

Next we plan to extend our service across the UAE and to Cairo, Amman and Beirut and then across Saudi Arabia and into Kuwait.

From a technology perspective the Mobile Application for Android and iOS will be ready in the near future and then we will look to add additional services that improve access and enable doctor efficiency such as check-in functionality, patient care management, follow-up and compliance. 

INNOVATION THROUGH RESEARCH

Advertorial provided by Rudolf Medical

WE, RUDOLF MEDICAL, WE CARE...

- Because the world of industry, medicine and research becomes more and more challenging every day, requiring higher precision, accuracy and specialisation
- Because our employees, the physicians and patients represent our most precious asset
- Because by working together, we advance, we develop global solutions and establish valuable partnerships

- Because we have chosen to work with responsible partners all over the world
- Because we commit ourselves to life.

INSPIRATION AND MOTIVATION

We rely both on our innovative strength and our proximity to the end-users; our products and our solutions reflect our corporate philosophy, our high standards and our know-how. The close and trusting relationship which unites us, the thoughtful and honest partner, with the hospitals, clinics and

surgeons all over the world allows us to improve our products, attain an ever-higher quality level and not only meet but also anticipate the expectations of our end-users and their patients.

INNOVATION THROUGH RESEARCH

Partnering with opinion-leading surgeons, our engineers constantly develop and test new products by exploring new surgical techniques. This is how both the method and instrument range for endoscopic ventriculostomy were born

and named 'Laura', after the daughter of its talented creator.

PARTNERS TODAY AND TOMORROW

We, Rudolf Medical, believe above all in progress and lasting values.

No matter whether you need high quality surgical instruments, high-end equipment for the Operating Rooms, product presentations/trainings or fast and efficient service concepts we offer you our broad and varied product portfolio and our knowhow. Together with our partners worldwide we are always there to support you. We trust that you and the patients all over the world deserve excellent surgical instruments and equipment, the best attendance and outstanding service. 

