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RETREAT AND RECOVERY

India to be promoted as a medical tourism destination at event on Oct 31



► (Left to right) Dr Anchan, Abdul Adheem al Bahrani, Dr Swati Kulkarni and Brahma Kumar, second secretary, Embassy of India

OUR CORRESPONDENT- An event showcasing India as a medical tourism destination will be held for the first time in Oman at the end of this month. The first edition of India Medical Tourism Destination (IMTD) has been organised by the Oman Chamber of Commerce and Industry (OCCI), in association with the Embassy of India and the Federation of Indian Chambers of Commerce and Industry (FICCI), and will see the participation of 31 Indian hospitals.

Hosted at the OCCI on October

31, the event will promote India as a destination for medical tourism and give local hospitals and clinics a chance to network with well-known Indian healthcare services such as Apollo, Fortis, MAX, Metro, Medanta, Star and Vijaya. "The hospitals taking part offer excellent services and will showcase the latest equipment and developments in the medical industry," said Dr Anchan CK, managing director of World Wide Business House, which is supporting the event.

"This event is an opportunity for

business executives in the medical field in Oman to meet experts in India, exchange views and have a platform for partnerships," said Abdul Adheem al Bahrani, director general of OCCI. The event will include an inaugural session and specialised B2B meetings with eminent doctors from New Delhi, Mumbai, Chennai, Hyderabad, Ahmedabad and Kerala.

"We are focusing on medical tourism, combining medical expertise with tourism. The packages on offer include ayurveda and yoga," said Dr Swati Kulkarni, charge d'affaires at the Indian Embassy.

The organisers hope people will learn from the event that India holds many attractive features as a medical tourism destination, particularly its proximity to Oman, affordability of services and the level of expertise. "Earlier, India didn't have the edge over countries such as Thailand for example, but now we have to offer the talent, infrastructure, Arabic-speaking staff and a shared culture," said Dr Swati.

AAFIAA UNVEILS MAMMOGRAPHY UNIT

Aafiaa Imaging and Diagnostics Centre has joined the ranks of a limited number of hospitals and health clinics in the country that have a mammography unit. Dr Hiral Jerajani Kamath, radiologist and founder of Aafiaa, launched the unit at an official ceremony held last week at the centre in Al Wadi Commercial Centre, Qurm. The facility is in addition to the centre's ultrasonography service.

Yuthar al Rawahy, head of the National Association for Cancer Awareness, was guest of honour at the opening. "It's a wonderful clinic and we need more of them. It's in a shopping mall so its much more accessible than a hospital," she said. Besides mammograms, the centre, which is a year old, offers ultrasonography services including abdominal and breast ultrasounds,

pregnancy and four-dimensional ultrasounds and gynaecology scans. "We started offering mammograms ourselves a month ago and have already received quite a few patients," said Dr Hiral, who has worked in Oman for 15 years.

With breast cancer being by far the most common form of cancer, combined with the success of treatment through early diagnosis, mammography units are considered a critical part of preventing breast cancer deaths. In fact, statistics show that mammograms lower the risk of dying from breast cancer by up to 35 per cent.

A mammogram is quick, taking approximately 20 minutes, and the results will be ready the following morning. Women over the age of 40 are advised to get a mammogram done at least every two years.



Al Raffah appoints new general surgeon



Dr Abha Singhvi, a well-known surgeon from India, has joined Al Raffah Hospital in Muscat as a

general surgeon. With more than 17 years' experience, Dr Abha recently worked at Nizwa Hospital where she was responsible for the management of the breast clinic. A member of the Royal College of Surgeons, UK, since 2009, she has impressive academic credentials, a press release said. Dr Abha is registered with the General Medical Council of UK and has the licence to practice in UK.

"Dr Abha brings a wealth of experience. Her expertise in the area of breast cancer comes at a time when incidence of the disease is rising in the sultanate," said Seeniya Biju, senior operations manager, Al Raffah Hospital.

Under Dr Abha's guidance, Al Raffah Hospital will hold a breast cancer awareness clinic on October 27 from 11am to 1pm. She will be available to answer questions and offer advice on any concerns about breast cancer.

MOSAIC INTERNATIONAL LAUNCHES ORTHOPAEDIC PRODUCTS

Healthcare solutions provider Mosaic International launched orthopaedics implant-based solutions for the management of fractures, spinal problems, bone tumours and degenerative musculo-skeletal disorders caused by age last week in association with Sushrut-Adler Group, a global medical device company. These devices meet international standards of quality and performance cost effectively, a press release said.

At a special orthopaedic event organised in association with Khoula Hospital, Prof Dr N S Laud shared his experience in finding solutions for complicated trauma and trauma in elderly patients. He emphasised the benefits of



solutions that respect and aid biological healing and ensure normal functioning so that the patients can be independent.

"At Mosaic International, we strive towards providing best products and solutions to suit the needs of our patients and assist

them in restoring their mobility. We are delighted to launch these unique trauma products which will give patients enhanced freedom of movement," said Nand Kapadia, managing director of Mosaic International.

At the launch, Ajay Pitre, group

managing director of Sushrut-Adler, said, "We believe that many of the problems confronting surgeons throughout Asia, the Middle East and Far East are common and look forward to generating gainful interactions between clinicians in the continual search for better treatment options that will benefit patients." Started in 1973, Sushrut's presence now extends throughout India with a network of over 140 distributors and internationally in 28 countries.

At the launch event, Mosaic International also introduced high-grade surgical disposable drapes, gowns and consumables from Mediklin Healthcare for healthcare professionals and patients.

Lifeline Hospital Group wins award

Dr Shamsheer V P, managing director of Lifeline Hospital Group, was presented the Honorary Stevie Award at the Eighth Annual International Business Awards 2011 held in Abu Dhabi under the patronage of Sheikha Lubna al Qassimi, Minister of Foreign Trade, UAE, a press release said.

Commenting on the award, Dr Shamsheer said, "The award is a testament to our commitment towards the development of the healthcare industry in the region. The healthcare industry has a wider role to play by providing quality and affordable facilities to all. The Lifeline Hospital Group aims at achieving both."

The Lifeline Hospital Group has also been awarded the Sheikh Khalifa Excellence Award and the Patient Safety Award earlier. In addition, it has obtained accreditation from the Joint Commission International and holds a certificate from the Australian Council on Healthcare Standards International for adherence to healthcare standards and regulations which is the first in UAE.

