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2018 EVENT SUMMARY

The Middle East Laboratories & Diagnostics Congress is a leading platform that gathered experts in the field of clinical laboratory and diagnostics and discussed latest advancements and international guidelines regarding key issues such as efficient lab management tools, quality indicators and guidelines, Total lab automation and its impact on efficiency and patient safety, the fundamental role of effective diagnostic tools in blood banks, managing a successful Point of Care Testing Unit, and hot topics in clinical diagnostics.

The Middle East Laboratories & Diagnostics Congress is the best opportunity to meet and connect with the leading local, regional and international experts, such as laboratory directors, technology experts, quality professionals, biologists, pathologists, chemists, technologists and other health allied professionals.

KEY FACTS

91%

Rated the overall
quality of the 2018
congress as good
to excellent

93%

Rated the speakers
as good to
excellent

96%

Said they would
attend the
congress again

89%

Rated the
exhibition as good to
excellent



MARKETING & PROMOTIONAL HIGHLIGHTS

Comprehensive year-round marketing campaign - designed to generate awareness, not only for the event but also for our sponsors and supporters.

The activities include: Content email campaigns | Third party campaigns through our media partners | Social Media Marketing (Twitter, Facebook and LinkedIn group) | Editorial | Adverts (print and online) | Direct Marketing | PR | Event listings in more than 100 conference and event websites in the region.

We are constantly growing the audience we engage with in order to ensure that each year, the congress attracts new entrants to the market and attendees continue to be of the highest quality.



10,102+ SIZE
OF OUR SOCIAL
MEDIA NETWORK



33,000
WEBSITE VISITS



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EVENT



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SUPPORTERS



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42,500 EMAILS
PROMOTION THROUGH
OUR PARTNERS



170
EVENT LISTINGS



ATTENDEES REVIEW

MIDDLE EAST LABORATORY AND DIAGNOSTICS CONGRESS IN NUMBERS



25
Thought leaders
and speakers



9
Countries
represented



200+
Delegates

WHO ATTENDED MIDDLE EAST LABORATORY AND DIAGNOSTICS CONGRESS 2018?



35% Laboratory Directors



30% Laboratory supervisors

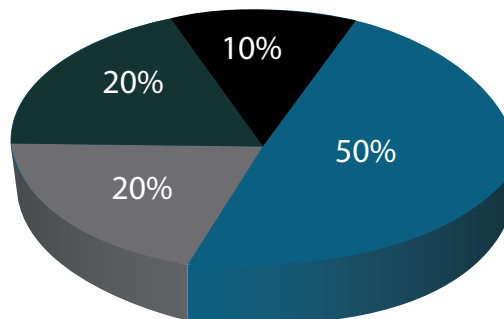


25% Laboratory technicians



10% Pathologists

BY COUNTRY



- UAE
- KSA
- Middle East and Asia
- International



Scientific Committee

Ashish Bhatia, MBBS, DNB (Path), MSc (Healthcare Mgmt.), Head of Dept of Laboratory & Transfusion Services, **NMC Royal Hospital, UAE**

Basel Altrabulsi, MD, Chief Medical Officer, **National Reference Laboratory, UAE**

Carlo Kaabar, BAppSc, BTheol, AFCHSM, CMI, Director of Laboratory Services & Outreach, **American Hospital Dubai, UAE**

Faisal E. Ibrahim, MBA, HCM, MT (ASCP), Director of Quality Assurance, **National Reference Laboratory, UAE**

Hisham Shams, PhD, Chief Medical Officer, **Al Borg Laboratories, KSA**

Hala Ahmed Fouad Ismail, MD, ICC, ICT, HRDC, JMHPE, Consultant Microbiology, **Al Baraha Hospital, Pure Health, UAE**

Khalid Alharbi, BSc, MSc, PhD, Chairman of **Saudi Society for Clinical Laboratory Sciences**, Professor and Consultant in Medical Molecular Genetics, **King Saud University, KSA**

Speaker Faculty Members

Albarah El-khani, MSc, CSSBB, Head of Technical Operations, **National Reference Laboratory, UAE**

Alia Isamil Al-Marzouqi, Executive Director Deputy, **Emirates International Accreditation Center, UAE**

Ashish Bhatia, MBBS, DNB (Path), MSc (Healthcare Mgmt.), Head of Dept of Laboratory & Transfusion Services, **NMC Royal Hospital, UAE**

Basel Altrabulsi, MD, Chief Medical Officer, **National Reference Laboratory, UAE**

Carlo Kaabar, BAppSc, BTheol, AFCHSM, CMI, Director of Laboratory Services & Outreach, **American Hospital Dubai, UAE**

Cathy Jones, MD, FACOG, Consultant Gynecology, **Harley Street Medical Center, UAE**

Faisal E. Ibrahim, MBA, HCM, MT (ASCP), Director of Quality Assurance, **National Reference Laboratory, UAE**

Fasila Pallinalakam, BSc, MSc, FIBMS, Quality Manager, **Cleveland Clinic Abu Dhabi, UAE**

Hala Ahmed Fouad Ismail, MD, ICC, ICT, HRDC, JMHPE, Consultant Microbiology, **Al Baraha Hospital, Pure Health, UAE**

Helen Cini, MSc, FIBMS, CSci, Technical Assessor, **Emirates International Accreditation Center, UAE**

Hisham Shams, PhD, Chief Medical Officer, **Al Borg Laboratories, KSA**

Jonathan Harris, BSc, BSc(Biochem), MSc, FACLS, Point of Care Testing Manager, **Cleveland Clinic Abu Dhabi, UAE**

Khadije Nadar, BSc Pharmacy, PhD, Laboratory Director, **Jaralla German Specialized Clinic, Kuwait**

Khalid Alharbi, BSc, MSc, PhD, Chairman of **Saudi Society for Clinical Laboratory Sciences**, Professor and Consultant in Medical Molecular Genetics, **King Saud University, KSA**

Ola Elgaddar, MD, PhD, MBA, CPHQ, Associate Professor, Alexandria University, Egypt, Medical Director, **Al Borg Laboratories, UAE**

Palat Krishna Menon, MD, PhD, MBA, CPHQ, Medical Director and Chief Operating Officer, **Thumbay Labs, UAE**

Prabhakar Golkonda, MSc, Principal Accreditation Officer, **Emirates International Accreditation Center, UAE**

Qasim Alshamsi, PhD, Deputy Head of Laboratories Accreditation Section, **Emirates International Accreditation Center, UAE**

Rana Nabulsi, PhD, MSc, CPHQ, SSGB, EFQM, Senior Clinical Quality Specialist, Head of Quality Assurance Unit, Development and Follow Up Section, Pathology and Genetics Department, **Dubai Health Authority, UAE**

Rehab Al Ameri, BSc, MD, MSc, MQM, CIPT, HCQMD, Director of National Accreditation Department, **Emirates Authority of Standardization and Metrology, UAE**

Sabita Murthy, PhD, FCCMG (Canadian Board Certified), Consultant Geneticist and Head of Dubai Genetics Center, **DHA, UAE**

Shereen Atef, MD, Consultant Clinical Pathologist, **National Reference Laboratory, UAE**

Suhaila Alameeri, MBBS, FRCPA, Consultant Anatomic Pathology, **National Reference Laboratory, UAE**

Syed Faizan Raza, MRes-Molecular Biology-UK, Biomedical Scientist, HCPC-UK, Laboratory Supervisor, Pure Health, **Al Qassimi Hospital, UAE**

Waheed Uz Zaman Tariq, MBBS, DpBact, PhD, FCPS, FRCPath, FRCPE, Consultant Physician in Medical Microbiology/Medical Virology -MELMMS(Dep), **Tawam Hospital, UAE**

Congress Day One

Friday, 27 April 2018

Congress Day Two

Saturday, 28 April 2018

08:00-08:50 Registration, coffee and networking
 08:50-09:00 Welcome Note from Maarefah Management
 09:00-09:30 Keynote address from the Emirates
 National Accreditation System
Rehab Al Ameri, BSc, MD, MSc,
 MQM, CIPT, HCQMD

Quality Management

Moderator: **Faisal E. Ibrahim**, MBA, HCM, MT (ASCP)

09:30-10:00 CAP Accreditation: The Quality System
 Essentials
Rana Nabulsi, PhD, MSc, CPHQ, SSGB,
 EFQM
 10:00-10:30 Change Management in Healthcare
Carlo Kaabar, BAppSc, BTheol,
 AFCHSM, CMI
 10:30-10:40 Abstract award winners' announcement
 10:40-11:00 Networking coffee break
 11:00-11:30 EIAC Accreditation = Global Signature
Qasim Alshamsi, PhD
 11:30-12:00 Glycated Albumin: More than a Biomarker
 of Glycemic Control
Shereen Atef, MD
 12:00-12:15 Questions & Answers
 12:15-13:30 Friday prayer's and lunch break

Moderator: **Carlo Kaabar**, BAppSc, BTheol, AFCHSM,
 CMI

13:30-14:00 Total Laboratory Automation: The
 Forefront of Increasing Laboratory
 Quality and Efficiencies for Improved
 Patient Outcome
Albarah El-khani, MSc, CSSBB

Clinical Diagnostics I: Women's Health

14:00-14:30 Liquid Biopsy and Gynecological
 Malignancies
Basel Altrabulsi, MD
 14:30-14:45 Questions & Answers
 14:45-15:15 Networking coffee break
 15:15-15:45 Recent Advances in Cervical Squamous
 Epithelial Lesions
Suhaila Alameeri, MBBS, FRCPA
 15:45-16:15 Colposcopy Update
Cathy Jones, MD, FACOG
 16:15-16:30 Questions & Answers
 16:30 Closing of Congress day one

08:30-08:50 Registration, coffee and networking
 08:50-09:00 Welcome Note from Maarefah Management
 09:00-09:30 Keynote address from the Saudi Society
 for Clinical Laboratory Sciences
Khalid Alharbi, BSc, MSc, PhD

Lab Management

Moderator: **Basel Altrabulsi**, MD

09:30-10:00 Team Work and Medical Errors -The
 Missing Links
Ashish Bhatia, MBBS, DNB (Path),
 MSc (Healthcare Mgmt.)
 10:00-10:30 Clinical Laboratory Services Centralisation:
 Pros and Cons
Khadije Nadar, BSc Pharmacy, PhD
 10:30-11:00 Poka-Yoke; A Quality Improvement Tool
Ola Elgaddar, MD, PhD, MBA, CPHQ
 11:00-11:15 Questions & Answers
 11:15-11:45 Networking coffee break

Point of Care Testing

Moderator: **Albarah El-khani**, MSc, CSSBB

11:45-12:15 The Challenges of Setting up POCT Service
 in a Greenfield Hospital
Jonathan Harris, BSc, BSc (Biochem),
 MSc, FACLMS
 12:15-12:45 Implementation of An Audit Programme in
 the Laboratory
Fasila Pallinalakam, BSc, MSc, FIBMS
 12:45-13:00 Questions & Answers
 13:00-14:00 Lunch and networking break

Molecular Diagnostics

Moderators: **Ashish Bhatia**, MBBS, DNB (Path),
 MSc (Healthcare Mgmt.)
Prabhakar Golkonda, MSc

14:00-14:30 Clinical Implications of Microarray in
 Modern Health Practice
Sabita Murthy, PhD, FCCMG
 (Canadian Board Certified)
 14:30-15:00 High Throughput HLA Tissue Typing via Next
 Generation Sequencing (NGS)
Syed Faizan Raza, MRes-Molecular Biology-UK,
 HCPC-UK
 15:00-15:15 Questions & Answers
 15:15-15:30 Networking coffee break

Clinical Diagnostics II: Infectious Diseases

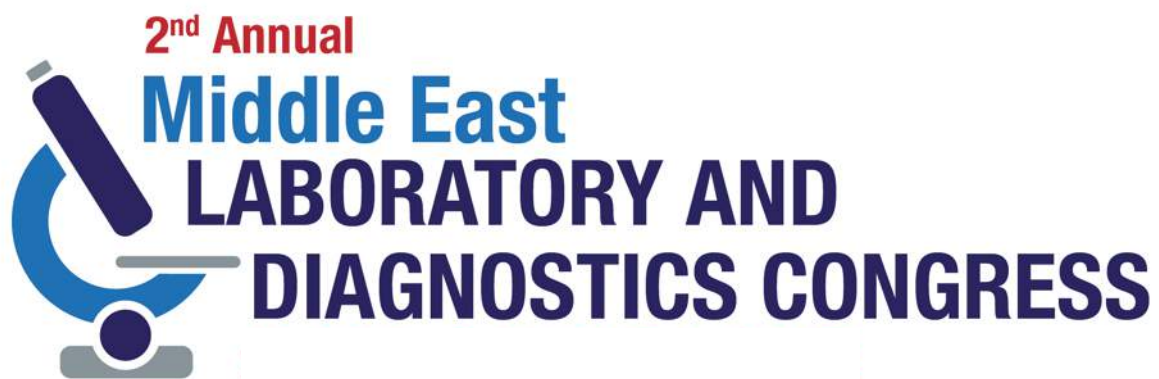
Moderator: **Waheed Uz Zaman Tariq**, MBBS, DpBact,
 PhD, FCPS, FRCPath, FRCPE

15:30-16:00 Antimicrobial Resistance and ASP
 (Antimicrobial Stewardship Programme)
Hala Ahmed Fouad Ismail, MD, ICC, ICT,
 HRDC, JMHPE
 16:00-16:30 Prevalence of HPV Genotypes and
 Correlation with a Possible HPV vaccination
 Strategy for the UAE
Palat Krishna Menon, MD, PhD, MBA, CPHQ
 16:30-16:45 Questions & Answers
 16:45 Closing of Congress day two

Photo Gallery



See you next year!



**Be part of the
2nd Annual Middle East
Laboratory & Diagnostics Congress
April 2019
Dubai, UAE**

For more details call us on +971 4 361 9616

email: info@dildc.com

or visit: www.dildc.com