



IFM™

المؤتمر والمعرض الدولي لطب العائلة
9th International Family Medicine
Conference & Exhibition

25 - 27 OCTOBER 2022

———— DWTC, DUBAI - UAE ————

THE GATEWAY TO EXCELLENCE IN HEALTHCARE

ifm.ae

Organized by

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للمؤتمرات
والمعارض
INDEX®
CONFERENCES
& EXHIBITIONS

SCIENTIFIC CHAIR MESSAGE

Dear Participants and Sponsors,

On behalf of IFM scientific committee and organizers, I would like to thank you all for attending and supporting IFM to achieve the success we saw in 2021 edition. We were delighted to have you with, live and in person, during the event and hope you left with good learning experiences.

In 2021, we had an overwhelming response from our attendees, who were very satisfied with the LIVE IN Person attendance to the scientific sessions delivered by leading experts of the industry. We are happy to announce that IFM 2022 will be held at DWTC from 25 - 27 October 2022.

The Primary Healthcare has always been the frontline of the Healthcare system, it is the core of the healthcare sector that is fast developing and expanding. The Growth and improvements in technology is evolving and this ultimately has an impact on the way we treat patients and develop new cures – from robotics, artificial intelligence to virtual reality and connected devices. Healthcare is about to change beyond recognition.

At IFM we aim to bring to our attendees these new developments to update us with the changes in the industry of Primary Health Care. IFM 2022 will feature an exclusive conference & exhibition for Primary Healthcare, which will feature new & existing treatment mechanism, advance healthcare services in the digital world and other innovative technologies that assist the healthcare system for the best of patient outcome.

The exhibition will be supported with scientific sessions covering Chronic & Non-Chronic Disease from a Primary Healthcare perspective, the mental wellbeing of patients, new healthcare management concepts, awareness in health prevention and promotion and other related healthcare issues.

We would like to invite you to join us in continuing to be the gateway to providing excellence in healthcare in the Middle East.

We wish to see you all in our next edition.



Dr. Ibtesam Al Bastaki.

Scientific Chairperson – IFM

COMMITTEE MEMBERS



Dr. Ibtesam Al Bastaki
Scientific Committee Chairperson



Dr. Mohamed Farghaly
Conference General Secretary- Head of
Insurance Medical Regulation DHA, UAE



Dr. Ashraf Swidan
Specialist Senior Family Physician,
Doctor For Every Citizen, Primary
Health Care Sector, UAE



Dr. Afaf Sayed Gaffar
Head of training & development
centre, MOH, UAE



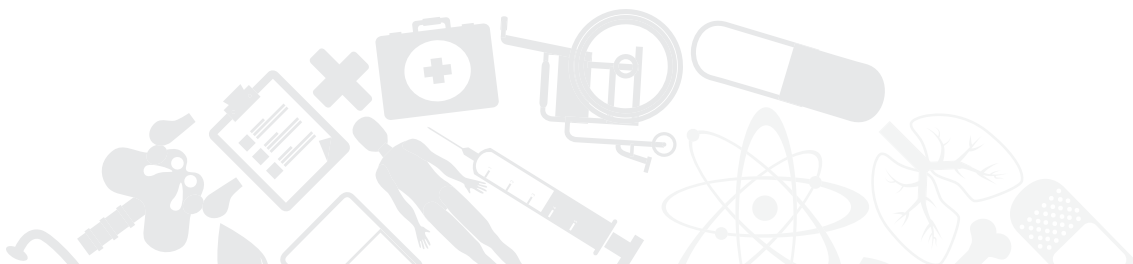
Dr. Fatma Al Attar
Director, International Health
Regulations office, Health Centers &
clinics sector, MOHAP, UAE



Dr. Mohamed Al Shareef
General Director of Security Forces
Hospital – Makkah City, KSA



Dr. Khalid Lootah
Ophthalmologist, Dubai Police Health Center
Dubai Police General Head Quarters
Previous Chairman of Dubai Health Authority Youth
Council and member of DHA Innovation Council



FACTS & FIGURES 2021

Attendees' main interest to participate



40
Speakers



33
Lectures



900
Attendees



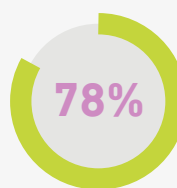
35+
Posters



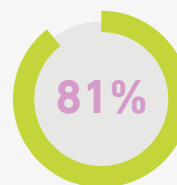
14
Session



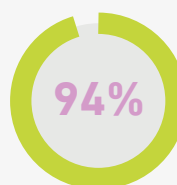
15.25
CME Hours
from DHA



See industry
players in one
place

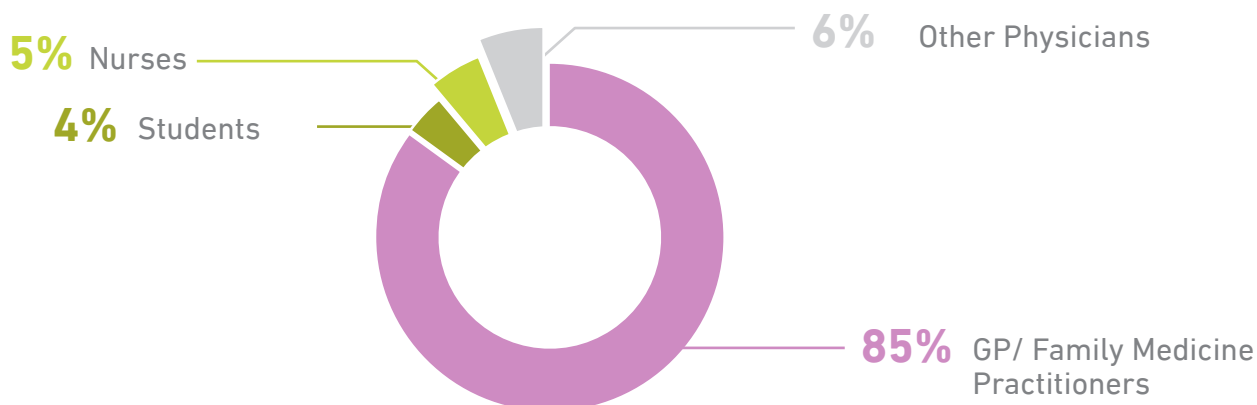


Network with
industry peers
and exchange
knowledge

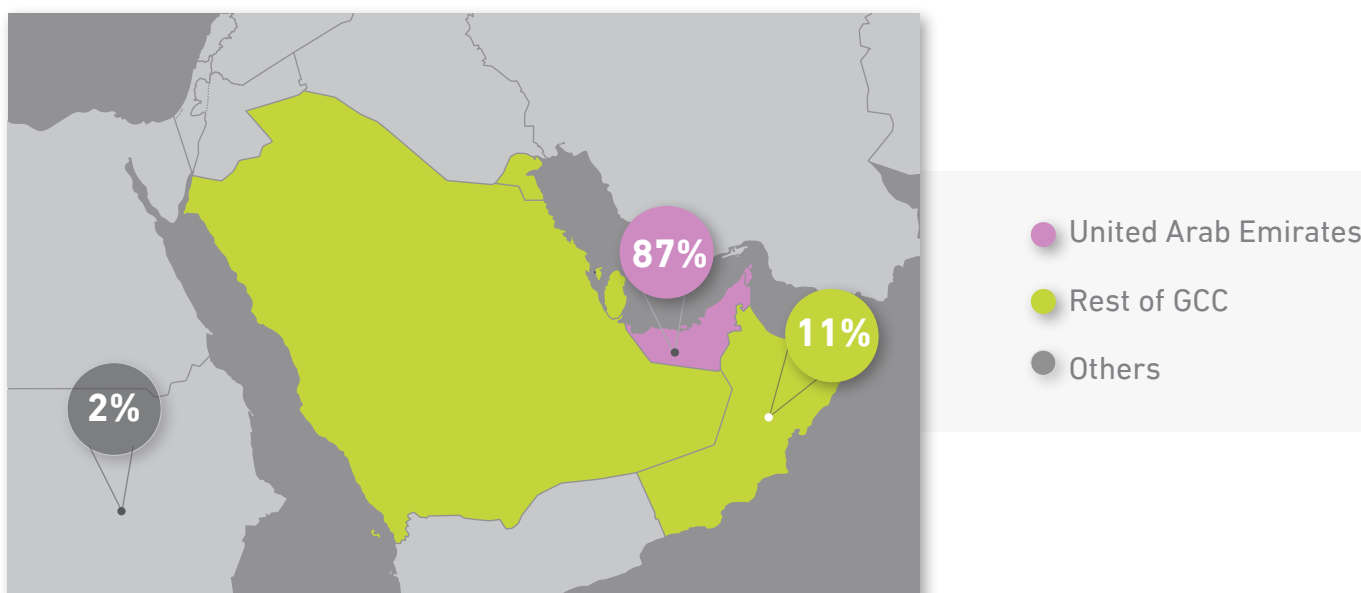


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new
content

Who attended IFM 2021



Geographical Breakdown of the conference delegates



IFM 2021 HIGHLIGHTS

Key topics covered in 2021

- ♥ Pandemic – what's next
- ♥ Tips to Family Physician on Diabetes Management and its Effect on Cardiovascular Disease
- ♥ Respiratory Issue Management and how to improve Patient Outcomes
- ♥ The Impact of Depression on Population and way forward
- ♥ What more Family Physician need to know about Diabetes Management
- ♥ Dyspepsia what it's and what it's not
- ♥ Common Urological Conditions and Issues related to Men's Health
- ♥ Highlights on Colorectal Screening and Oncology
- ♥ Back Pain is Fine
- ♥ Pharma brand vs generic and updates on antibiotics resistance in Middle East



“

“It was a great opportunity to showcase the vaccine equitably and as broadly as possible, we got few enquiries on the efficiency and safety of the vaccine as well as the availability of the vaccine in different parts of the world.

We are enjoying the blessings of being in Dubai and ability to attend the event, despite the social distancing restrictions I was astonished by the number of the attendees. We felt safe, not only to come but also to interact and network with the people from across the world”

Dr. Qutaiba Al Manaseer
MEA Government Affairs Director, AstraZeneca UAE.

”

IFM 2022 EXHIBITION

Who Exhibits?

Leading companies providing products and services in:

- ♥ Prevention & Screening
- ♥ Pharmaceuticals
- ♥ Women's Health
- ♥ Men's health
- ♥ Child & Adolescent Health
- ♥ Alternative & Complementary Health
- ♥ Health Risk Assessment
- ♥ AI and Telehealth
- ♥ Healthcare products (Nutrition & Supplements, Personal Care, Baby products, Hygiene)
- ♥ General Healthcare (Clinics, healthcare centers)
- ♥ Home Care, Home Nursing, Orthopedic aids
- ♥ Rehabilitation / Mobility
- ♥ Community Based Residencies/Hospitals
- ♥ Urgent & emergency care
- ♥ Financial & Insurance Services

Who Visits?

- ♥ Hospitals/ Clinics
- ♥ Pharmacies
- ♥ Distributors
- ♥ Government Health Authority
- ♥ Hospitals/ Clinics
- ♥ Trade Association
- ♥ Universities and Educational Institutions
- ♥ General Practitioners
- ♥ Allied Health Services Professionals
- ♥ Procurement-Purchasing: Director-Manager
- ♥ CEO – Managing Director
- ♥ Sales Director-Manager
- ♥ Marketing Director-Manager



WHY IFM?

IFM promotes the important role of family physicians and general practitioners whom we consider the frontline of the healthcare system. IFM through its conference program contributes directly to the promotion of primary care, healthcare policies and healthy lifestyle patterns which form the basis for comprehensive medical practice. It also endeavors to keep the Primary healthcare personnel abreast by introducing new technologies and trends in this fast evolving segment.

Dubai now recognized as a global leader in the healthcare segment.

The U.A.E. healthcare sector has expanded to meet both the evolving needs of the U.A.E.'s population and the nation's ambition to become a regional medical tourism hub. The strategic role played by the UAE government to take precautionary health measures to combat COVID-19 has set a stage for UAE to be recognized as a global leader in healthcare segment.

The USD 300 billion initiative launched by UAE, aims to strengthen the pharmaceutical and healthcare infrastructure. Similar trends in KSA, forecast an USD 250 Bn investment in the healthcare segment with a 40-60% increase in contribution from private entities. The embrace of new technologies, AI, digitalization by the GCC countries and investment in the infrastructure of new modernized hospitals, makes this a lucrative region for investment.

Source : *healthcare business club



♥ Meet and network with over 1,500 healthcare professionals from the region

♥ Penetrate new territories and expand your brand regional presence.

♥ Strengthen your brand awareness to the largest gathering of GPs and Family Physicians in the GCC.

♥ Generate new businesses and meet with new potential partners

♥ Be part of a unique leading business event for the Primary Care Community enabling to drive your brand throughout the region.

♥ Launch and showcase latest products & services at the leading Primary Healthcare Event in the region.

MARKETING & COMMUNICATION POWER OF IFM

12,500+

Contacts of GPs, Family Medicine practitioners and other specialties

Over

6000

SMS sent to key decision makers in the primary healthcare industry

ifm.ae

Comprehensive event website that received **24,000** visitors and **40,000** page views in a year

Intensive Social Media posts and adverts through the year on several platforms like Instagram, Facebook, Twitter and LinkedIn to over

3,000 followers

A committed tele-marketing team inviting over

10,000

primary healthcare professionals

108 E-marketing campaigns to targeted audience over **12 months**

A dedicated Media team collecting information and issuing regularly press releases to regional and media pre, during and post the event.



HOW TO PARTICIPATE?

IFM 2022 OFFERS UNIQUE AND EXCLUSIVE PACKAGES

GENERATE NEW SALES LEADS & BOOST REVENUE AT IFM 2022

Main Sponsorship Packages:

- ♥ Platinum
- ♥ Gold
- ♥ Silver
- ♥ Bronze

Exhibition options:

- ♥ Raw or Shell Scheme

Promotional Tools:

- ♥ Digital advertisement
- ♥ Onsite Branding

***We can tailor a package that best suits your business objectives**



For more information, contact

Wissam Ezzeddine | exhibit@ifm.ae

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Destination Partner



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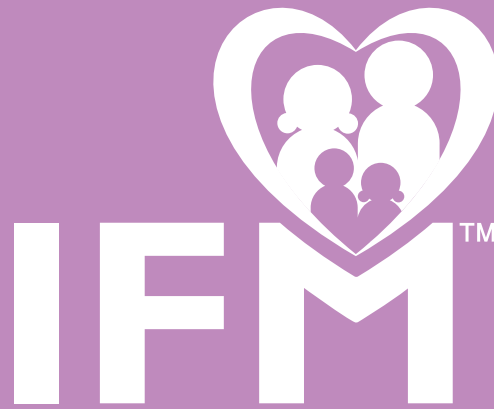


Bronze Sponsors



Conference Supporters





SAVE THE DATE

25 -27 OCTOBER 2022

For sponsorship and exhibition enquiries, please contact:

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Organized by



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