

## **(Theme: “Exploring the current issues and challenges in the path of critical care nursing and emergency medicine”)**

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### **Summary:**

Critical Care Nursing-2016 welcomes attendees, presenters, and exhibitors from all over the world to Atlanta. We are delighted to invite you all to attend and register for the “International Conference and expo on Intensive and Critical Care Nursing” which is going to be held during November 21-23<sup>rd</sup> in Dubai, UAE.

The organizing committee is gearing up for an exciting and informative conference program including plenary lectures, symposia, workshops on a variety of topics, poster presentations and various programs for participants from all over the world. We invite you to join us at the Critical Care Nursing-2016, where you will be sure to have a meaningful experience with scholars from around the world. All members of the Critical Care Nursing-2016 organizing committee look forward to meeting you in Dubai, UAE.

For more details please visit- <http://criticalcarenursing.omicsgroup.com/>

### **Importance & Scope:**

The Critical Care Medicine Department renders services to all patients admitted to Intensive Care Unit, Pediatric Intensive Care Unit and High Dependency Unit from Emergency Department, Operating Room, Wards and transfers from other hospitals. It provides care to a wide variety of patients including medical, surgical and trauma and fulfills the expectation of each patient. The multidisciplinary team consists of experienced and dedicated support staff that specializes in critical care medicine. It delivers critical care services with joint rounds by physicians, nurses, respiratory therapists, pharmacists and others. Critical Care Medicine Department consists of 20 ICU beds, 6 PICU beds, 6 HDU beds and 8 CCU beds. All consultants are American Board in Critical Care Medicine having completed competitive, demanding training programs and rigorous certification examinations.

### **Why Dubai, UAE?**

Dubai is a city in the United Arab Emirates, located within the emirate. The emirate of Dubai is located on the southeast coast of the Persian Gulf and is one of the seven emirates that make up the country. It has the largest population in the UAE (2,106,177) and the second-largest land territory by area (4,114 km<sup>2</sup>) after Abu Dhabi. Is one of the few cities in the world that has undergone such a rapid transformation - from a humble beginning as a pearl-diving center - to one of the fastest growing cities on Earth

In 1993, the Nursing Professional Practice Group – Critical Care was initiated as informal Critical Care Interest Group (CCIG). Nurses working in different Intensive Care Units across the United Arab Emirates identified the needs to form a group that would The group was comprised of ten critical care nurses from clinical backgrounds. The main objectives at this time included sharing expertise and supporting each other. However, there were many difficulties at that time in establishing a formal group. With the help and support of the Federal Department of Nursing (FDON) and the commitment of all members, the Nursing Professional Practice Group – Critical Care was finally established in 1997 by Administrative Decree 27/97. A policy was issued from the Department of Nursing defining their purpose, criteria for forming a group, terms of reference, and the role of the Department of Nursing.

### **Conference Highlights:**

- Cardiac Nursing
- Midwifery and Nursing
- Emergency Nursing
- OB/GYN and Women's Health Nursing
- Patient safety
- Emerging Health Technologies
- Nursing Interventions
- Nursing
- Health care
- Oncology Nursing
- Emergency Care
- Trauma and Intensive care nursing
- Delirium

### **Why to Attend???**

It will provide exposure to the on-going researches in Critical Care Nursing and related science. It will also provide insight to the novel inventions and techniques. It is very beneficial for the student Nurses and fellowship owners because it provides knowledge in the field. It also gives opportunities to the companies to showcase their products and have face to face meetings with scientists increasing their business opportunities. It also gives companies to know about their market competitors.

### **A Unique Opportunity for Advertisers and Sponsors at this International event:**

<http://criticalcarenursing.omicsgroup.com/sponsors.php>

### Top Societies and Association around the World

- Aboriginal Nurses Association of Canada
- American Nurses Association
- An Bord Altranais
- Canadian Nurses Association
- Indian Nursing Council
- Japanese Nursing Association
- Nursing Association of Nepal
- Nursing Council of New Zealand
- Philippine Nurses Association

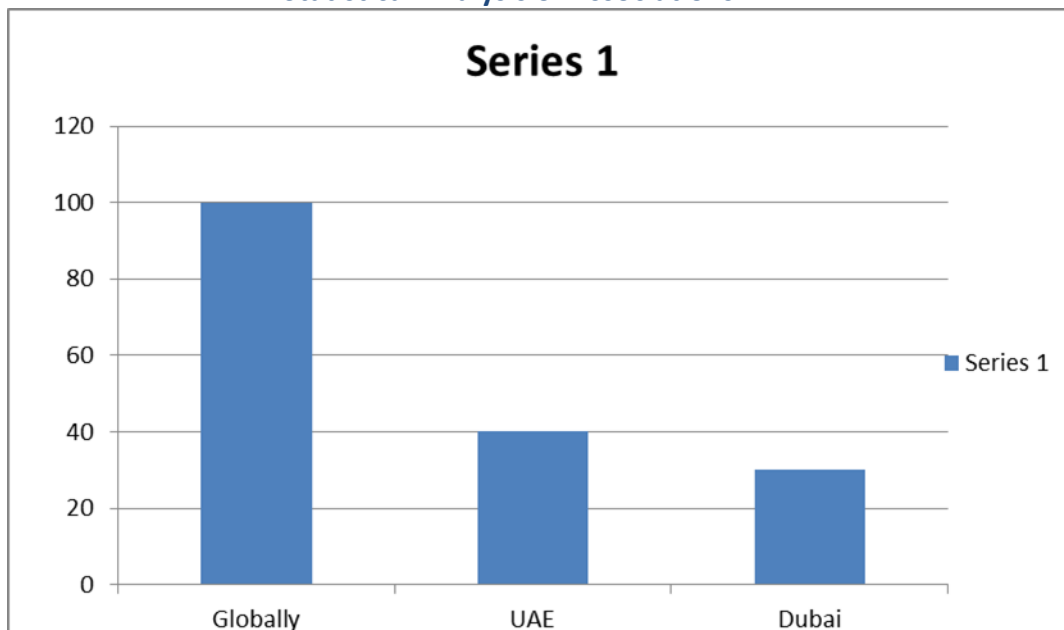
### Top Societies and Associations in UAE

- Emirates Nursing Association
- UAE Nursing and Midwifery Council
- Filipino Nurses Association in Emirates
- International Nursing Association for Clinical Simulation.
- UAE Society Health

### Top Societies and Associations in Dubai

- Emirates Critical care Nursing
- The British Association of Critical Care Nurses
- Intensive care Society
- Sigma Theta Tau International Honor Society of Nursing
- Sri Lankan Society of Critical Care and Emergency Medicine

#### Statistical Analysis of Associations



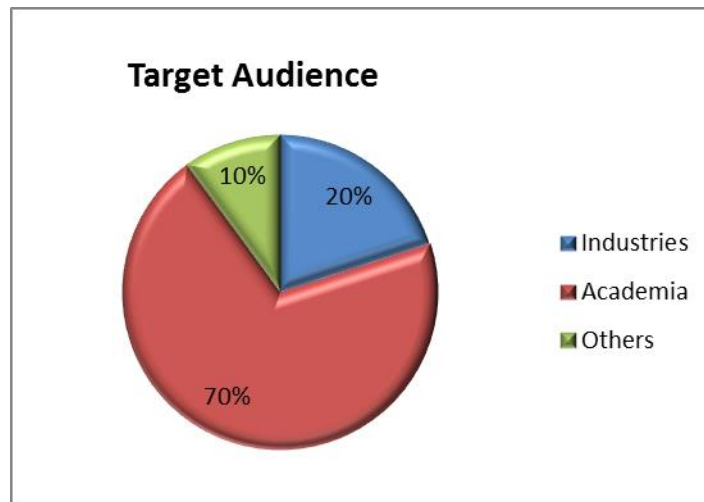
**Figure 1: Statistical Analysis**

**Target Audience:**

Scientists, Doctors, Professors, Nursing Lecturers, Nurses, Pharmaceutical Industries, Healthcare Industries, Directors of Association and Societies can be the target audience.

**Target Audience**

Industries -20%  
Academia – 70%  
Others - 10%



**Figure 2: Statistical Analysis**

**Top Nursing Universities around the world**

- Columbia University — New York, NY
- University of Pennsylvania — Philadelphia, PA
- Duke University — Durham, NC
- Washington University — St. Louis, MO
- University of California-Los Angeles — Los Angeles, CA
- Johns Hopkins University — Baltimore, MD
- University of Colorado — Denver, CO
- Emory University — Atlanta, GA
- University of North Carolina — Chapel Hill, NC
- New York University — New York, NY

### Top Universities in UAE:

- SARAJAH University UAE
- GULF Medical University UAE
- RAKMHSU Medical College and University
- United Arab Emirates University
- University of Sharjah
- Ras al-Khaimah Medical and Health Sciences University
- Aden University
- Salman bin abdlaziz university

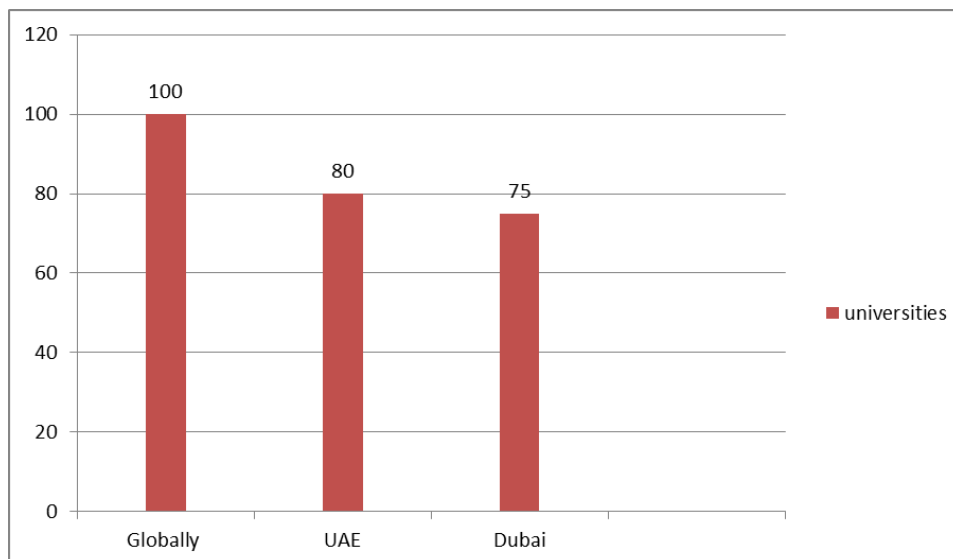
### Top Universities in Dubai

#### Local Universities

- Al Ghurair University (AGU)
- University of Dubai (ud)
- Zayed University
- Biotechnology University College Dubai

#### Branch Campus University

- American University in Dubai (AUD)
- University of Wollongong in Dubai (UOWD)
- British University in Dubai (BUiD)
- American University in the Emirates (AUE)



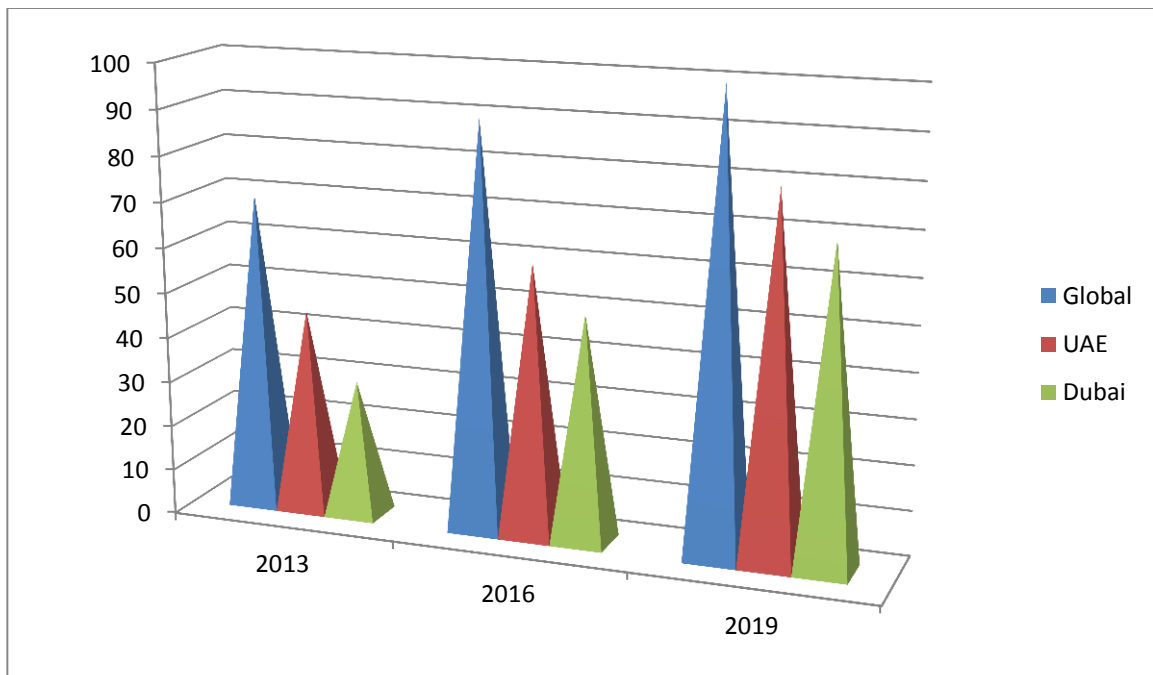
**Figure 3: Statistical Analysis**

### Market Growth:

The critical care market has witnessed slow magnification since 2010, though one sector in particular remote patient monitoring is witnessing paramount magnification. Research and Markets presages an increment of only 2.8 percent per year in the ecumenical market until 2017, according to an incipient report, though magnification was reported at 5 percent annually between 2002 and 2010. In the report, "Critical Care Market to 2017," the research firm estimates that the overall critical care market was worth about \$1-13 billion in 2018.

Dubai Health Authority (DHA) said, it will impose a cap of 4.22 per cent on price increases for healthcare services in the emirate in 2015. The authority said the price regulation model is based on the annual rate of inflation published by the Dubai Statistics Centre.

From 2013 to 2019, the global market for mechanical ventilators is likely to register a CAGR of 6.6%. The market was worth US\$2,715.7 million in 2014 and is therefore estimated to reach an overall value of US\$4,248.7 million in 2019. Transparency Market Research has released a research report titled Mechanical Ventilators Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2013 - 2019.



**Figure 4:** Statistical Analysis

## Glance at Market of Advertising and Marketing:

During 2009 – 2014, just before the global financial crisis, Dubai's population was growing by a CAGR of 13.3% – compared to the period following the crisis (2010 – 2013), where the CAGR stood at 5.1%. . Dubai is one of the major contributors to the UAE's GDP. In 2013, GDP increased by 4.8%. Health care expenditures were estimated to be \$3.09 trillion in 2014, and are projected to soar to \$3.57 trillion in 2017. According to the NAIC during 2013 totaled \$570.6 billion (up from \$546.7 billion the previous year, and only \$411.1 billion) Health spending in the U.S., at about 18% of Gross Domestic Product (GDP) in 2014, is projected to grow steadily. The United Arab Emirates (U.A.E) remains one of the most peaceful and economically stable regions of the world. As one of the largest exporters of gas and oil, the economy of UAE has experienced more than 114 fold increase at a tremendous growth rate over the last 40 years. The healthcare sector is among the 14 major areas attracting large forms of investment, forming part of the UAE Investment Map.

The UAE Healthcare Industry is made up of key autonomous players such as the Ministry of Health, Dubai Health Authority, Abu Dhabi Health Authority, among others. Data recorded from key regulatory bodies and other health establishments revealed a total of 86 hospitals, 2,665 clinics and health centers, 12,752 physicians, 2,916 dentists and 9,592 bed spaces; data pertaining to health indicators, 2010. These are further classified into government and private portions of health facilities and resources over the years 2007 to 2010. UAE is a fast growing country which is heavily reliant on foreign health care professionals who come from different countries. In fact, a reported 82% of health workers in UAE are expatriates whereas nationals only comprise around 18% of all health workers.

The annual healthcare budget in 2004 was U.S. \$470 million up from U.S. \$313 million in 1995 (Younies et al., 2007). These investments have allowed the UAE to make major progress in the health care sector thus greatly influencing the ranking of the UAE as 43rd out of 174 industrial and developing countries in the latest UN Human Development Report (UAE Government-Health). Approximately 82% of health workers in UAE are expatriates whereas nationals only comprise around 18% of all health workers (Younies et al., 2007).

Most health workers (69.7%) in the UAE are employed in the public sector while health workers in the private sector make up 30.3% of the whole workforce. National health workers are employed solely within the public sector whereas expatriates are employed in both the public and private sector (69.2% and 37.1% respectively).

## Nurses in Ministry of Health Facilities

### Type of Facility Current Required\* % Shortage

Hospital - 12.6%

Out Patient Clinics - 20.9%

New Wards in Hospital, School Health and Preventive Medicine - 100.0%

Health Centers - 32.7%

School Health 281 - 19.0%

Preventive Medicine - 28.4%

## Statistics of Marketers, Researchers and Academicians works.

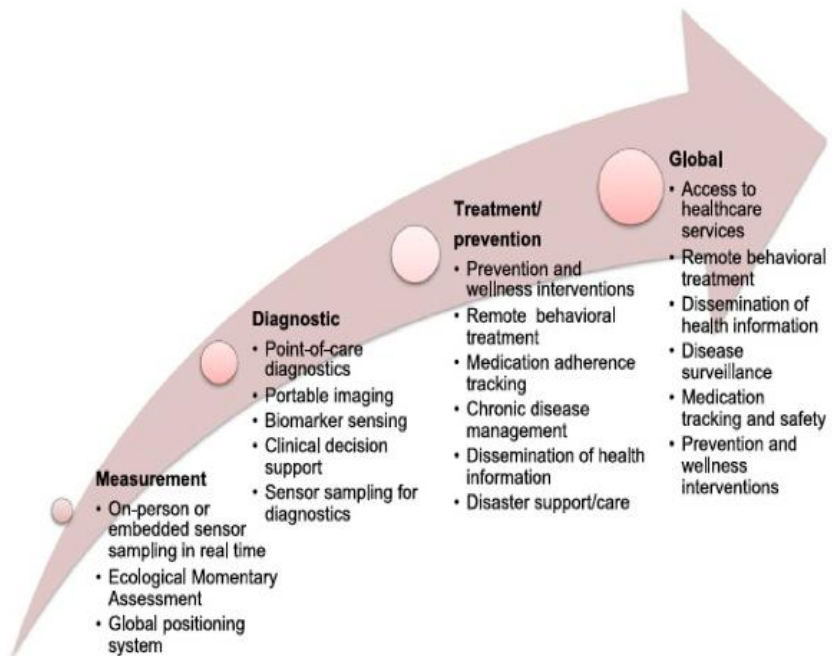


Figure 5: People

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