

Annual Congress and Medicare Expo on Primary Healthcare

Theme: Consolidating Knowledge Exchange to Primary Healthcare Outcomes

Primary Healthcare-2016 welcomes attendees, presenters, and exhibitors from all over the world to Dubai, UAE. We are delighted to invite you all to attend and register for the “Annual Congress and Medicare Expo on Primary Healthcare”, Primary Healthcare-2016 which is going to be held during April 25-27, 2016 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 **Primary Healthcare-2016**, where you will be sure to have a meaningful experience with scholars from around the world. All members of the Primary Healthcare-2016 organizing committee look forward to meeting you in Dubai, UAE.

Primary Healthcare-2016 aims to discover advances in health practice, management and education in relation to health disparities as well as a breadth of other topics. According to the reports, the healthcare services market in the GCC is expected to grow from AED 66 billion (US \$18 billion) in 2008 to AED 175-202 billion (US \$47-55 billion) by 2020. The demand for hospital beds across the GCC is expected to rise, with the UAE registering the highest projected growth in demand for hospital beds at 160% by 2025. By 2050, the GCC will require a total of 138,965 hospital beds, 140,334 physicians, and 227,079 nurses to maintain current care levels. This means that by 2020, the GCC may require in excess of 25,000 additional beds. With two physicians per 1,000 population, the GCC countries remain above the global average ratio of 1.3, but below the US and Europe, which are at 2.6 and 3.2 respectively.

For more details please visit- <http://www.primaryhealthcare.annualcongress.com/>

Scope & Importance of Primary Healthcare-2016 Conference

The conference will be organized to bring together practitioners, administrators, policy makers, politicians and researchers within the field of primary health care and public health. Conference themes will focus on issues related with Innovation, Sustainability, Equity, Critical thinking and Uncertainty. Internationally there is increasing recognition of the importance of the primary care system for improving health outcomes and managing costs. Stronger primary health systems are associated with better health outcomes and lower costs, particularly for children. Improved primary health and community support also has the potential to prevent hospital admissions, particularly for ambulatory sensitive conditions. As well, better primary health and

community support can also prevent inappropriate and unnecessary use of residential care services.

The World is changing and so are health services. Urbanization and globalization have its' impact on what is needed from health care providers and subsequently how health care is organized. More and more cities and other local authorities become increasingly important for the health of their citizens.

Why Dubai?

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 km²) 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. Dubai today is a tourism, trade and logistics hub and has earned itself the reputation of being the 'gateway between the east and the west.' It is also considered as the dynamic nucleus of the Arabian Gulf region.

Home to just over 2 million people from more than 200 nationalities, Dubai is one of the most cosmopolitan cities in the world. Living in Dubai has a lot to offer. It is safe, politically stable, centrally located, and has a good education system and healthcare facilities, modern infrastructure and much more. The sun shines almost every day, the shopping and leisure facilities are impressive, and the salaries are tax-free. Living in Dubai is exciting, something new and different happens every so often. Just when you think you've seen it all, a new project is announced, whether it is the launch of a sports stadium, a mega commercial tower, a residential enclave or yet another shopping mall. Dubai is constantly on the move, striving for greater heights and more facilities and comfort for its residents and visitors.

Dubai is without a doubt a destination of the 21st century. Read any article about the fastest growing city in the region and it's almost guaranteed you'll see the words 'ambitious', 'record-breaking' and 'staggering'. This meteoric growth has not gone unnoticed, and each year thousands of expats arrive to claim a slice of the action.

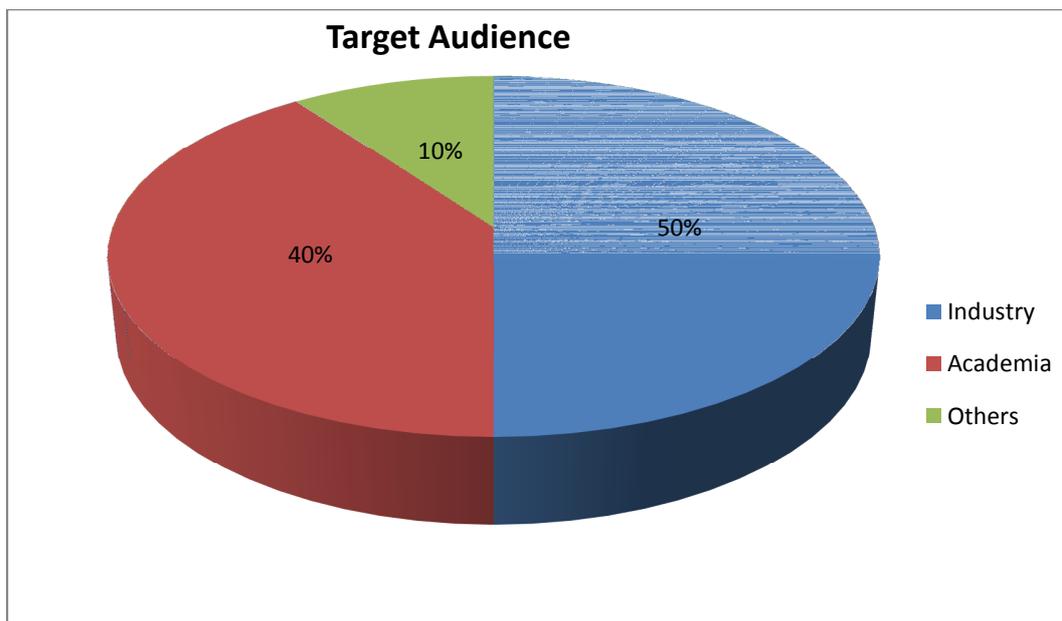
Members Associated with Primary Healthcare:

Important pressures are the integration of Community Care and Primary Care or in other words the connection between Public Health and care for the individual. The difficulty for local authorities is to adapt their care system to the increased needs of the individuals living within their neighborhoods. These needs have not only increased in volume but also in complexity. An

adequate monitoring system for these local authorities, providing insight of the needs in terms of prevention and health promotion, reactive care including emergencies, continuity of care, dealing with chronically ill mainly in the context of home care is crucial and creating equitable financing which take into account the differences between affluent and other parts within the city are needed. Local governments need information, assistance and capacity building on how to achieve practical solutions for these major challenges which lay ahead and will become more visible in the coming decades. The Community Oriented & Integrated Primary Care approach is a model that fits very well to tackle most of the challenges. Moreover, addressing health problems requires an intersectoral approach at the local level, integrating health and welfare sectors with housing, work, education, and infrastructure.

Target Audience:

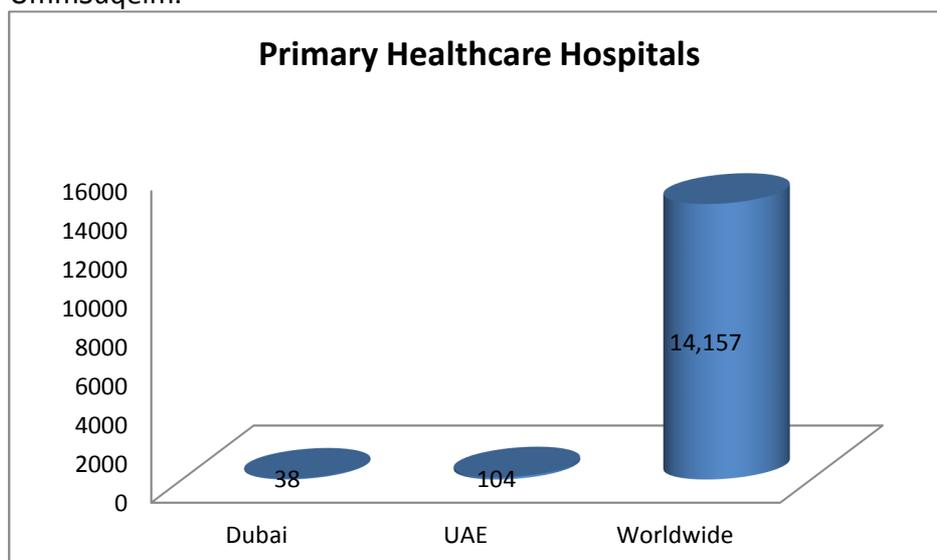
Leading world Doctors, Registered nurses, Professors, Directors, Dieticians, Research fellows and many more from leading universities, companies and medical research institutions, hospitals sharing their novel researches in the arena of Healthcare & Medicine.



Primary Health care Hospitals in Dubai, UAE & Worldwide

Primary Health Care (PHC) aims to have one healthcare center or clinic for every 30,000 inhabitants of Dubai. Locations include

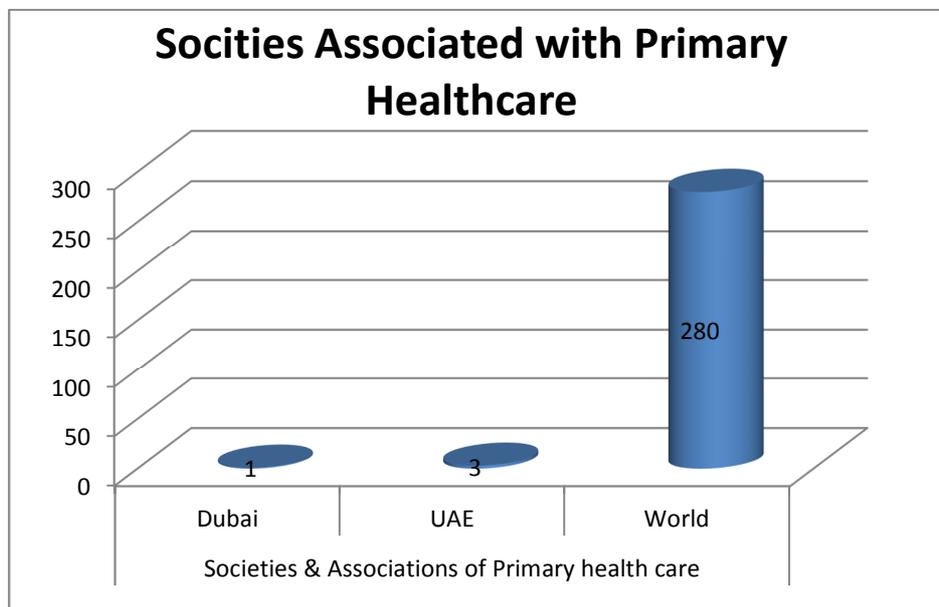
- Abu Hail (Abuhail)
- Al Bada (Al Badaa, Al Bada'a)
- Al Barsha Medical Center –
- Al Ghusais (Al Ghussais, Al Qusais)
- Al Khawaneej
- Al Lusaili (Al Lusaily)
- Al Mamzar
- Al Mankhool
- Al Mizher (Al Mizhar)
- Al Safa
- Al Twar (Al Towar, Al Tawar)
- Al Warqa (Al Warqaa) - new PHC to be developed (opening date not supplied), construction to start in 2013 (KT report 06 June 2012).
- Dubai Airport Medical Center
- Dubai Knowledge Village
- Jumeirah - new facility to be developed (replacing PHC in Umm Suqeim), construction to start December 2012 (KT report 06 June 2012).
- Muhaisnah (Muhaisna)
- Nad Al Hamr (Nadd Al Hamar, Nad Al Hammar) - opened 03 January 2011
- Nad Al Sheba (Nadd Al Sheba)
- Rashidia (Al Rashadia, Rashidiya, Rashidiah, Rashidiyah)
- Rashidiyah (Al Rashidiya) Women's Medical Fitness Center.
- UmmSuqeim.



Primary Health Care Associations around Dubai and the Globe

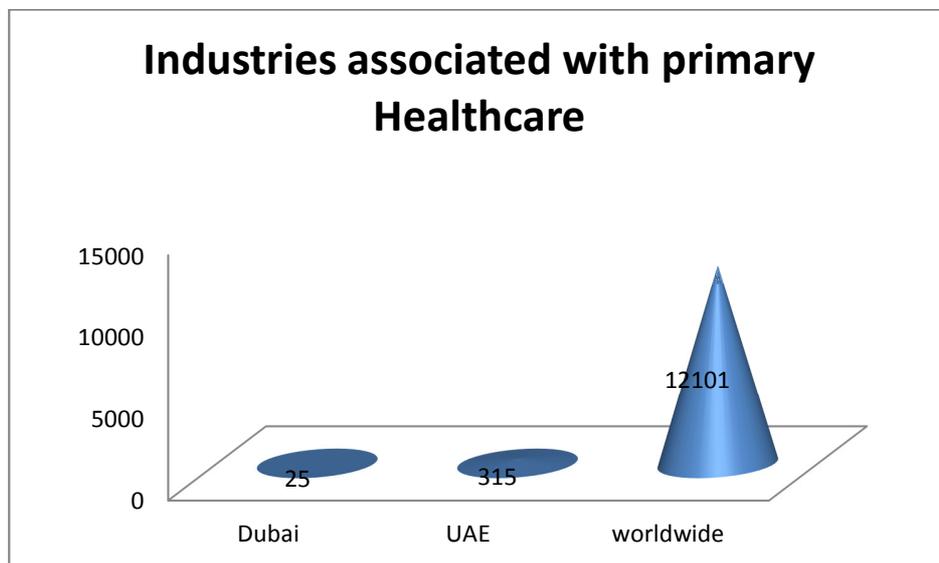
A Primary Healthcare association is a professional organization for health professionals. They are often based on specialty and are usually national or regional affiliates. Health associations usually offer conferences and continuing education. Health associations often serve in capacities similar to trade unions, and often take public policy stances on medical issues. Some of Societies include:

- World Medical Association
- Dubai Health Authority
- Emirates Nursing Association
- Illinois Primary Health Care Association (IPHCA)
- Wisconsin Primary Health Care Association
- Indiana Primary Health Care Association, Inc. (IPHCA)
- Mississippi Primary Health Care Association
- Alabama Primary Health Care Association
- South Carolina Primary Health Care Association
- Georgia Association for Primary Health Care
- Kentucky Primary Care Association



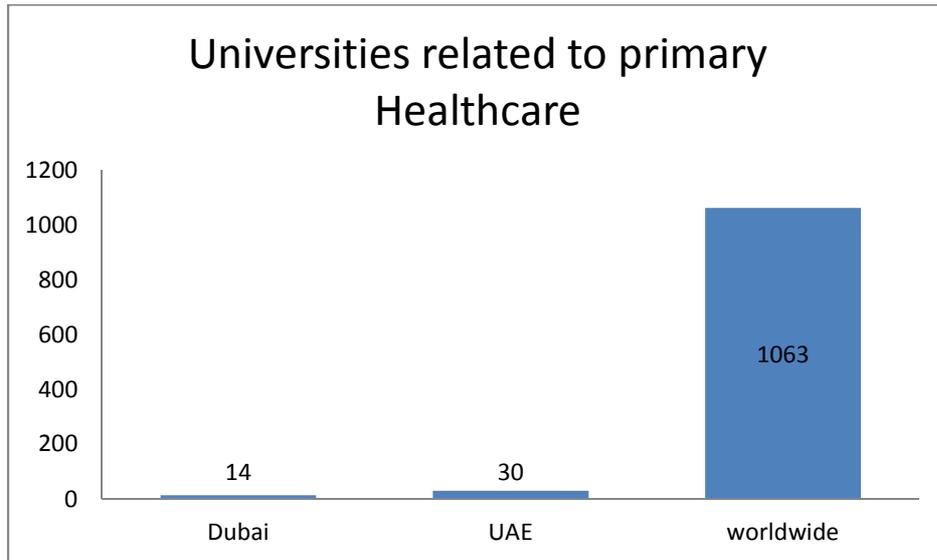
Industries associated with Primary Healthcare:

The Primary Healthcare industry is an aggregation of different sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. The modern health care industry is divided into many sectors and depends on interdisciplinary teams of trained professionals to meet health needs of individuals and populations. The health care industry is one of the world's largest and fastest-growing industries. Consuming over 10 percent of gross domestic product of most developed nations, health care can form an enormous part of a country's economy.



Universities Associated with Primary Healthcare in Dubai and UAE

United Arab Emirates University
American University of Sharjah
Masdar Institute of Science and Technology
Higher Colleges of Technology
University of Sharjah
Abu Dhabi University
Al Ghurair University (AGU)
University of Dubai (UD)
Zayed University
Biotechnology University College Dubai (BUC)
The Higher Colleges of Technology (HCT)



Market value, Growth & Source of Funds

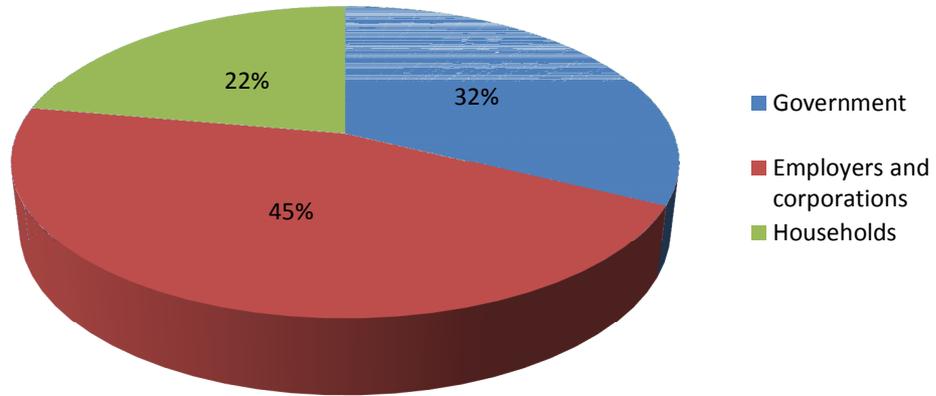
A growing market segment is demanding unscheduled access to primary healthcare services without consideration of health system or pre-existing clinician relationship. This population segment has given rise to a new set of "on demand" primary healthcare delivery channels. These on demand delivery channels have strong growth projections (ranging from 6.5 to 34 percent annually) over the next several years creating an opportunity or threat for the traditional primary care providers and the health systems.

As per estimates, the healthcare market is projected to grow at 12.0% p.a. to US\$ 69.4 billion by 2018 from an estimated US\$ 39.4 billion in 2013. Outpatient and inpatient markets are expected to account for 79% and 21%, respectively, of the overall market size. Saudi Arabia is projected to remain the largest GCC market. Qatar and UAE are expected to be the fastest growing markets; going forward. The demand for number of hospital beds is expected to be 115,544 in 2018, an addition of 11,241 beds from 2013, which is in line with the expected supply looking at the number of projects in the pipeline.

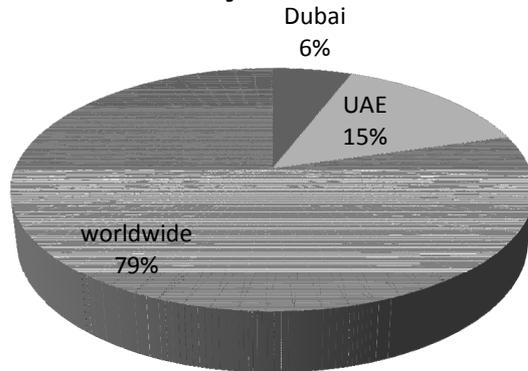
The IMF estimates that the region's population would cross the 50 million mark by 2020, providing impetus to the consumption of healthcare services. Rising income levels and sedentary lifestyles have led to a higher prevalence of obesity and diabetes leading to a demand for specialized healthcare services. GCC population in the age group of 65 and above is expected to surge from 1.2 million in 2015 to 14.2 million in 2050, driving demand for healthcare services. Also, infant mortality in the GCC improved from 110 per 10,000 live births in 2000 to 78 in 2012.

While growth in the region's insurance premium outpaces the growth in the global market, the insurance penetration remains one of the lowest in the world.

Source of Health funds:Dubai

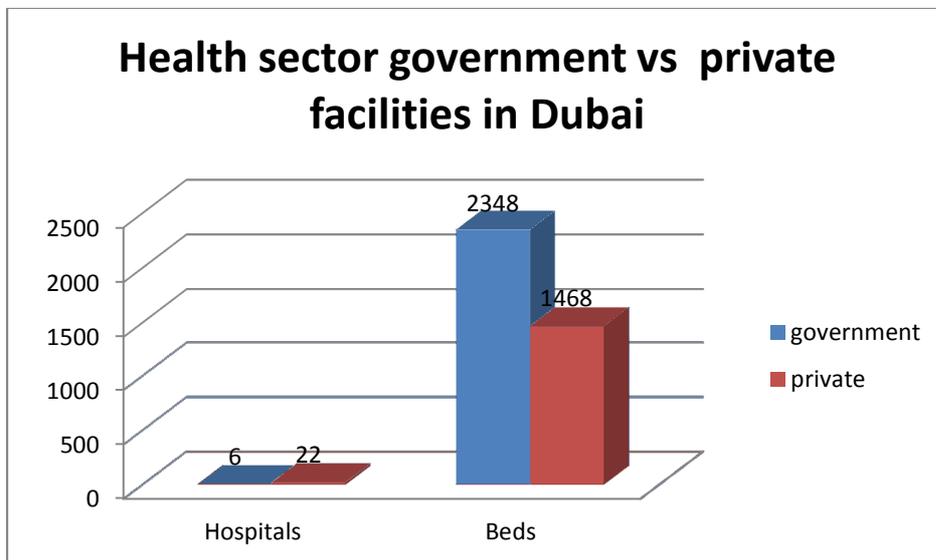
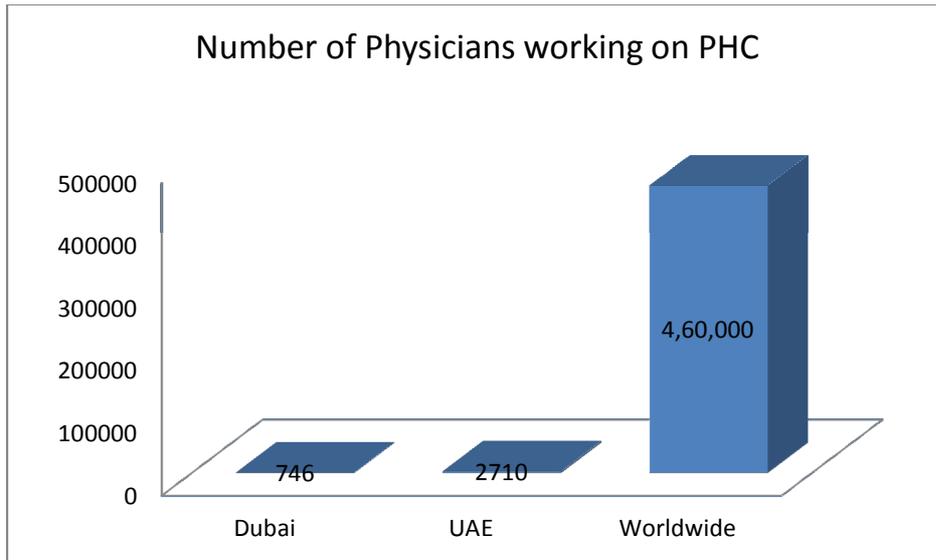


Primary Health Market value growth by 2020



Physicians working on Primary Healthcare

A primary care physician provides both the first contact for a person with an undiagnosed health concern as well as continuing care of varied medical conditions, not limited by cause, organ system, or diagnosis.



References:

- 1) <http://www.researchandmarkets.com>
- 2) <http://www.isahd.ae/content/docs/HASD%20English%202012.pdf>
- 3) <http://www.statista.com>
- 4) <http://www.colliers.com/-/media/83E76364901E465986CBF44594578C2A.ashx>
- 5) <https://www.dha.gov.ae/EN/SectorsDirectorates/Sectors/HealthPolicy/Documents/PHC%20Need%20Assessment%20in%20Dubai.pdf>
- 6) <http://www.seha.ae/seha/en/Pages/SEHAPHCs.aspx>
- 7) <https://www.aamc.org/download/426260/data/physiciansupplyanddemandthrough2025keyfindings.pdf>
- 8) http://www.who.int/whosis/whostat/EN_WHS09_Table6.pdf
- 9) http://www.government.ae/en/web/guest/medical_and_health_care
- 10) <http://www.ahrq.gov/research/findings/factsheets/primary/pcwork1>
- 11) <http://healthcare.globaldata.com/media-center/press-releases/pharmaceuticals/us-pharmaceutical-market-value-will-approach-550-billion-by-2020-says-globaldata>