



Healthcare Guide

2020

*Partnerships and Perspectives of
Arab-German Cooperation*

www.ghorfa.de



MMM Group – your partner for holistic sterile processing solutions

MMM. Protecting human health

MMM Group has been operating worldwide as one of the leading system providers in the service of health since 1954. With a full portfolio of products and services pertaining to sterilisation and disinfection systems for hospitals, scientific institutes, laboratories, and the pharmaceutical industry, MMM has positioned itself as a crucial quality driver and innovator on the German and international markets.



1,100 employee's expertise to the mission of the MMM

At our production plants in Stadlern (Bavaria) and Brno (Czech Republic), we manufacture products tailored to the needs of our customers around the globe. With both of these production sites, we ensure a high manufacturing depth and thus meet the extensive quality requirements of the medical technology industry.



Complete solutions for greater effectiveness

Our regional sales and service centres are proud to offer an ethos of customer focus and dedicated project management. Our customers can rely on us to find the very best solutions tailored to their individual needs – both reliably and quickly. Whether it involves installing new devices or bringing existing devices in line with current guidelines by installing MMM upgrades – we have the perfect solution for everyone.



Our quality "Made in Germany" sets us apart

The high vertical range of manufacturing in our production plants ensures that we fulfil the strictest demands of quality for our customers. Our products "made in Germany" have garnered international recognition and meet the strict requirements of the medical technology sector.



Healthcare Guide 2020

Partnerships and Perspectives of
Arab-German Cooperation



HEIDELBERG
UNIVERSITY
HOSPITAL



Science for Your Health

© Proton and Carbon Ion Therapy Center | Heidelberg Ion Therapy (HIT)

Heidelberg University Hospital is one of the leading medical centers in Europe. The highest standards of medical care are guaranteed by world-renowned professors and distinguished physicians, who are constantly developing new methods of diagnosis and treatment at the forefront of biomedical science for the benefit of all patients.

For further information, appointment & treatment inquiry please contact us at:

Tel: +49 6221 56-6243 | Email: International.Office@med.uni-heidelberg.de | www.heidelberg-university-hospital.com



Table of Contents

Preface	
– Dr. Peter Ramsauer, Abdulaziz Al-Mikhlafl	5

Medical Technology	7
– Shaping the Future of Healthcare Siemens Healthineers AG	8
– Medicine of the highest standard - World renowned physicians Universitätsklinikum Heidelberg	14
– B. Braun Melsungen AG	18
– A healthcare provider with a difference Schoen Clinic	20
– Area9 Lyceum	22
– The International Voice of German Health GHA – German Health Alliance	23

Healthcare Tourism	29
– Sana Hospital Group: Top 3 in Germany SANA Kliniken	30

Planning, Building & Managing Healthcare Facilities	35
– Siemens Healthineers contributing to the progress of Saudi Arabia's healthcare privatisation program with Value Partnership project and ambitious PPP plan Siemens Healthineers Saudi Arabia	36
– Al-Kindi Hospital ACENDIS Handels GmbH	40

Covid-19 measures	45
– Disinfection and Sanitation Dussman AG	46

Research & Development	53
– Schmieder Clinic Germany cooperates with RehaFit from Kuwait Kliniken Schmieder	54

Ghorfa Building Bridges between Germany and the Arab world	60
---	-----------

Contributing Companies and Institutions	65
--	-----------

Imprint	70
----------------	-----------

Preface

The highly innovative health industry in Germany is well known as a major hub for medical technology, medical treatment, and the pharma industry. The sixth edition of the “Healthcare Guide” highlights the great interest in the healthcare industry from both German and Arab perspectives and pinpoints outstanding Arab-German projects.

The Covid-19 pandemic is currently challenging entire healthcare sectors across the world. Efficient and modern health systems are essential to deal with such crises. In the Arab world, the expansion of the health sector and the corresponding investment in infrastructure has been driven forward for many years. The development of a post-Covid-19 strategy is necessary to maintain a strong economy and to overcome the pandemic and the resulting crisis.

Therefore, German know-how and the transfer of knowledge, experience and input of German companies and institutions in the region is absolutely in demand, especially now during the inventions of medicinal treatments against Covid-19. Successful partnerships in the health sector are a strong basis for jointly managing the current challenging situation and counteracting further pandemics.

The healthcare industry has a considerable economic significance for Germany, with more than 7.3 million employees and exports exceeding over EUR 126 billion, around 12 percent of its GDP, integrating multiple disciplines and branches that are important for Arab-German business relations. The increasing attention for cooperation is also reflected by the success of the Arab-German Health Forum, which is organised by the Ghorfa for the 13th time this year.

The Ghorfa Arab-German Chamber of Commerce and Industry has a powerful network consisting of both institutional and entrepreneurial decision makers from Arab countries and from Germany. As the competence centre for business relations between Germany and the Arab world, Ghorfa promotes and strengthens business relations between Germany and the Arab countries in the fields of trade, industry, finance, and investment.

We would like to thank the numerous German companies for their valuable contributions, Ms. Nancy Ishak for her commitment and dedication to the publication, as well as Mr. Fadhl Al-Romaima for layout and design. We hope you enjoy reading this book and wish you inspiration for further reference projects.



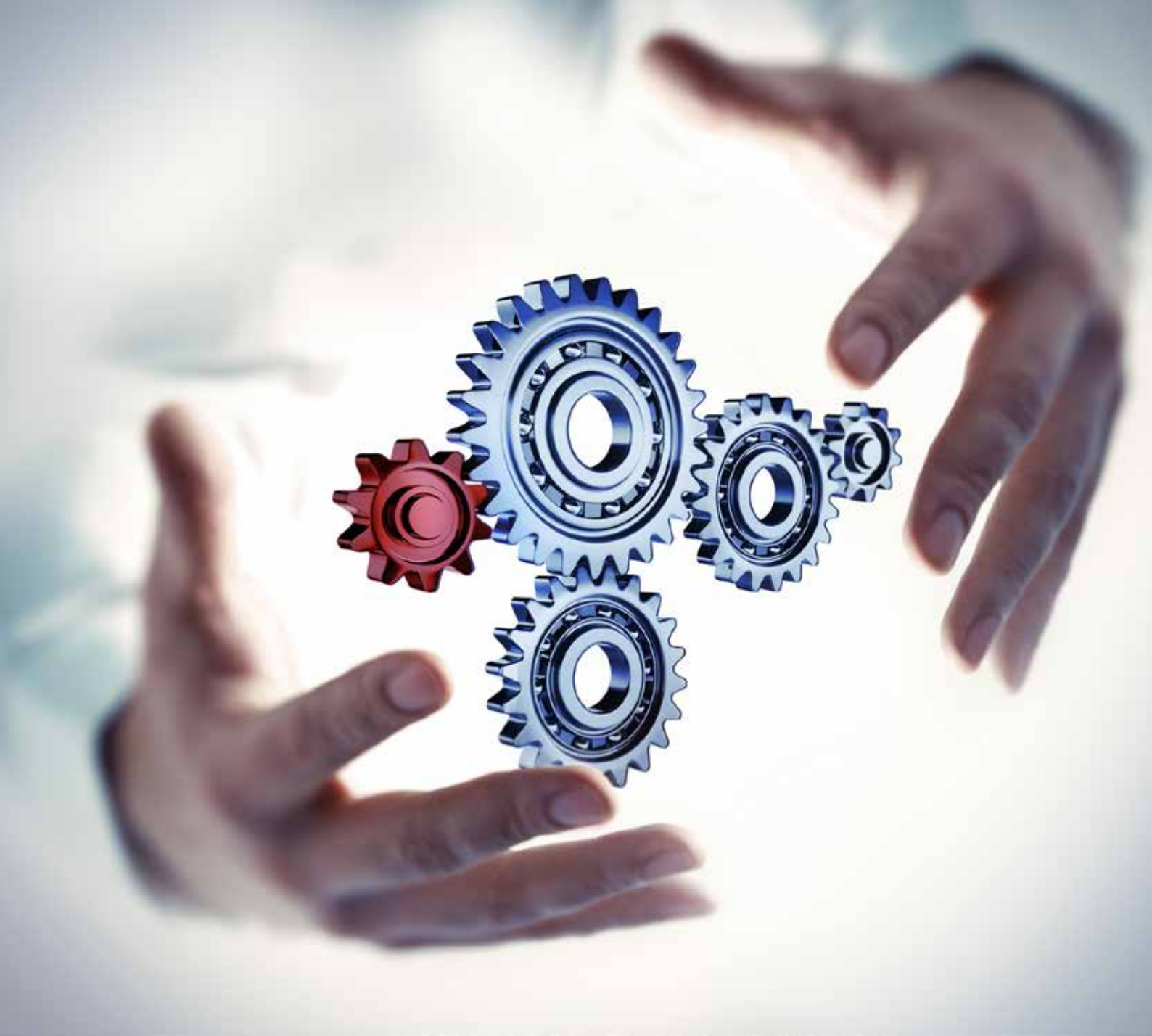
Dr. Peter Ramsauer



Abdulaziz Al-Mikhlafi

Dr. Peter Ramsauer
President
Federal Minister ret.

Abdulaziz Al-Mikhlafi
Secretary General



Medical Technology

Shaping the Future of Healthcare

Siemens Healthineers AG

Digitalisation in the healthcare sector has been identified as one of the industry's current key focus areas and to smartly manage large numbers of chronically ill patients is a major challenge to healthcare providers. Recently, the Ministry of Health in Saudi Arabia signed a memorandum of understanding with Siemens Healthineers to implement a pilot project providing tele-medicine for chronically ill patients with a heart condition.

Siemens Healthineers AG is shaping the future of Healthcare. As a leading medical technology company headquartered in Erlangen, Germany, we enable healthcare providers worldwide to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience and digital-

izing healthcare. With the regional hub in Dubai, UAE and offices across the Middle East & Africa, Siemens Healthineers is well-positioned to serve customers in the region. Continuously developing a comprehensive portfolio of products, solutions and services is key to our contribution to a constantly evolving industry, with AI-supported applications and digital



"Together with our Value Partner Siemens Healthineers we will now be offering an innovative, telemedical care program called 'HerzConnect' for patients with chronic heart failure."

Dr. Karin Overlack
CEO Heart and Diabetes Centre
North Rhine-Westphalia, Bad Oeynhausen
(HDZ NRW)

Siemens Healthineers AG





We as Siemens Healthineers enable our customers in their endeavours within the digitalisation of healthcare. © Siemens Healthineers AG

Siemens Healthineers AG



Description of the enterprise and enterprise services:

Siemens Healthineers AG is shaping the future of healthcare and is proud to serve its customers in the Middle East & Africa from our regional hub in the UAE and from many more locations. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. Siemens Healthineers is

continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostic, image-guided therapy, and in-vivo diagnostics. Siemens Healthineers also provides a range of services and solutions to enhance healthcare providers' ability to provide high-quality, efficient care to patients.

Business activities in the Arab countries:

Medical technology and consulting company

Address:

Henkestr. 127, 91052 Erlangen, Germany

Contact Person:

Ole Per Maloy (Managing Director Siemens Healthineers Middle East and Southern & Eastern Africa)

Head of Company:

Dr. Bernd Montag (CEO)

Year of foundation:

1847

Production Facilities:

>30 worldwide

Employees:

~53,000

Products:

Diagnostic Imaging, Ultrasound, Advanced Therapies, Laboratory Diagnostics, Molecular Diagnostics, Point of Care Diagnostics, Customer Services, Value Partnerships

Remote Scanning Assistance from Siemens Healthineers makes workforce management in radiology more flexible. Remote access to the scanner can support less-experienced technologists via chat, voice and video. ©Siemens Healthineers AG





HEIDELBERG UNIVERSITY HOSPITAL

Heidelberg University Hospital

Heidelberg University Hospital

Im Neuenheimer Feld 400
69120 Heidelberg
Germany

International Office

International.Office@med.uni-heidelberg.de

phone: +49 6221 56-6243

fax: +49 6221 56-33955

www.heidelberg-university-hospital.com

Medicine of the highest standard - World renowned physicians

Heidelberg University Hospital

World renowned physicians, modern buildings with state-of-the-art equipment, as well as the proximity and interlinking of the specialist departments directly benefit our patients. Thousands of patients from all over Germany and over 100 countries worldwide travel to Heidelberg for treatment. Outstanding physicians and researchers, among them Nobel Prize winners have been working in research facilities in Heidelberg.

Hospital Overview

Heidelberg University Hospital with its more than 50 specialized clinical departments is one of the leading medical centers in Europe. Innovative and effective diagnosis and therapy for all complex diseases is guaranteed by world-renowned professors and highly experienced doctors.

2019 – AT A GLANCE

- 1.100.000 outpatient visits
- 65.000 cases of inpatient treatment
- 59.000 day-care treatment days
- 50 clinical specialist departments
- 10.700 employees, including 1.800 professors

Focus on Cancer Treatment

The National Center for Tumor Diseases (NCT) in Heidelberg is a national pioneer in the diagnosis and therapy of cancer. Patients with cancer are treated jointly by qualified experts from different disciplines. As a joint institution of Heidelberg University Hospital and the German Cancer Research Center, it is ensured that new therapeutic approaches are developed and quickly put into practice. Since 2017, there has also been a corresponding counterpart for children suffering from cancer: The KiTZ (Hopp Children's Tumor Center Heidelberg).

B. Braun Melsungen AG

Carl-Braun-Straße 1
34212 Melsungen
Germany

Contact person:

Christian Schmuck, Director Sales Near/Middle East
Hakan Gün, Senior Area Sales Manager GCC Region
phone: +49-5661-71-0
www.bbraun.com

Head of Company:

Anna Maria Braun LL.M., CEO

Year of Foundation:

1839



Plant Pfieffewiesen, Melsungen, Germany, Headquarter

Production Facilities:

Major manufacturing sites are located in Melsungen, Berlin, Dresden and Tuttlingen (Germany), São Gonçalo (Brazil), Suzhou (China), Santo Domingo (Dominican Republic), Nogent (France), New Delhi (India), Mirandola (Italy), Tochigi (Japan), Penang (Malaysia), Nowy Tomysl (Poland), Timisoara (Romania), Crissier, Escholz matt and Sempach (Switzerland), Rubí (Spain), Gyöngyös (Hungary), Allentown, PA, Daytona Beach, FL and Irvine, CA (US), and Hanoi (Vietnam).

Companies Overview:

B. Braun is one of the world's leading providers of health-care products today, supplying the global healthcare market with products and systems for anesthesia, intensive care, cardiology, extracorporeal blood treatment, and surgery, as well as providing services for clinics, physicians in private practices, and the home care sector.



WE PROTECT AND IMPROVE THE HEALTH OF PEOPLE AROUND THE WORLD.

Effective solutions begin with passion. And the willingness to face tasks. Through constructive exchange with our customers and partners. A philosophy that moves us. That inspires us. And drives us. Every day. To find solutions that are both evolving and progressive. To improve people's lives. Now, and in the future.



Schoen Clinic
Seestraße 5a
83209 Prien am Chiemsee
Germany

International Patient Management
E-Mail: SKI-International@schoen-klinik.de
www.schoen-clinic.com
www.facebook.com/schoenclinicinternational
www.instagram.com/schoenclinicinternational
www.linkedin.com/company/schoenclinicinternational
www.twitter.com/schoenclinicint

Schoen Clinic: A healthcare provider with a difference

At Schoen Clinic, we truly understand just how unique each patient is and have made it our purpose to provide the best-individualised specialist care for every patient we see.

Since its foundation by the Schön family in 1985, we have specialised in certain areas of medicine: orthopaedics, mental health, neurology, surgery, and internal medicine. This approach has given us an in-depth understanding of specific disorders and their treatments, enabling us to focus on providing the best treatment options and specialist care for our patients. Each year, over 10,000 employees treat and care for more than 300,000 patients currently at 26 locations in Germany and the United Kingdom.

Our collaboration with experienced specialists, expert healthcare professionals, clinical partners, and patient groups ensures we provide the best possible care for patients and their families when visiting our hospitals.

What makes us different?

- World-class medicine, offering individualised treatment and care in the speciality areas of orthopaedic and spine, paediatric orthopaedics, paediatric neurology and neurological rehabilitation for children and adults.
- Internationally renowned, awarded experts in their respective medical fields.
- Our experts are involved in clinical research and academic collaborations, both nationally and globally, to develop our treatment methods further and to be at the forefront of new technologies and treatments for our patients.
- We are internationally recognised for our approach to patient care, quality management and clinical outcomes.

- State-of-the-art facilities with beautiful surroundings and located near big cities such as London, Munich, Hamburg and Salzburg.

Quality and award-winning experts

- FOCUS Magazine included 46 schoen clinic specialists in the list of best specialists in Germany for the second year in a row. Plus, four of our locations have been named the best hospital in the world by Newsweek, and we have seven certified endoprosthesis centres nationwide.
- In the UK, our specialised orthopaedic hospital in London took LaingBuisson award for "Best acute private hospital" in 2019.
- Our relentless focus on quality care and our evaluation data and methodology have received international recognition and acknowledgement for our achievements. For example, the Value-Based Healthcare (VBHC) Centre honoured Schoen Clinic as an inspiring example on a European level.



Our specialist hospitals and world-class experts are continually recognised for providing the best possible treatment and care.

Special focus on selected areas of medicine

Our internationally renowned experts will provide you with a treatment plan tailored to your individual needs. From prevention, conservative and surgical treatments to rehabilitation, we are there for you every step of the way. We are globally renowned for our highly specialised treatment in the following speciality areas:

- Orthopaedics and spine
- Paediatric orthopaedics
- Paediatric neurology
- Neurological rehabilitation for children and adults

Our offer for international patients

- Assistance with visa application for you and your relatives.
- Advise on hotel bookings for you and your family and arrange transportation.
- • Highly experienced multilingual liaison managers—especially Arabic, English and Russian—are well acquainted with the expectations and needs of international patients.
- Halal meals, prayer rooms and recreation rooms separated by gender as well as international satellite television channels.

Patients from around the world trust Schoen Clinic

Schoen Clinic enjoys a worldwide reputation for medical excellence. Our highly qualified specialists and nursing staff



possess a wealth of experience in their respective speciality areas with many years of experience in treating international patients. We know what is important to you and can adapt very well to your individual needs. For this reason, some of our staff speak your native language.

Specialist hospitals in Germany and the UK

Our hospitals and rehabilitation hospitals are located in beautiful areas and near large, world-famous cities with many points of interest: London, Munich, Hamburg and Salzburg. Regardless of the location you choose, our world-renowned experts will provide you with highly specialised treatment and care.



World-class experts and care, when you need it most.



Since 1985

Largest family-run hospital group
in Germany

Specialist areas

Orthopaedics, neurology, surgery
and internal medicine

26 state-of-the-art facilities

in Germany and the United Kingdom

World-class expertise

International renowned experts delivering
world-class medical excellence

Contact: International Patient Management | SKI-International@schoen-klinik.de | www.schoen-clinic.com



Area9 Lyceum
USA HQ BOSTON
126 Woodland
Road Chestnut
Hill, MA 02467,
USA: +1 781 540 2178

EU HQ COPENHAGEN
Galionsvej 37
1437 Copenhagen,
Denmark: +45 33 11 00 90
info@area9lyceum.com
www.area9lyceum.com
Contact person:
Dr. Claus Biermann, M.D. MPH
Chief Medical Advisor, Healthcare
Education at Area9 Lyceum

Companies Overview:

Area9 Lyceum is without a doubt our most ambitious venture so far. We are embarking on a journey where we will build the world's most advanced technology to provide four-dimensional learning for the 21st century. We have gathered a team of the world's leading experts in order to create a completely new adaptive sequencer (the core of providing adaptive and individualised content). Furthermore, we are creating the world's most advanced content development platform, which is vital for setting new standards within intelligent content.

Research and Development:

Founded by physicians and computer scientists, Area9 combines more than 20 years of research into human factors and cognition with cutting-edge computer science and AI to transform learning outcomes.

Business Activity in the Arab countries:

Saudi Commission for Health Specialties

Description of the enterprise:

Area9 Lyceum builds 21st century skills and competencies through the world's first 4-dimensional learning platform, Area9 Rhapsode™. We have profound insight into the way individuals learn, and how their needs change over time. Every learner is unique - so Rhapsode delivers truly person-



alised learning at scale - cutting training time in half, guaranteeing proficiency and making lasting impacts on careers and business outcomes. We pioneered the use of confidence measures to improve learning through self-awareness, and to improve the ability to the system to adapt to the needs of every learner. Our 4th generation 'biological model' is, to the best of our knowledge, the most advanced commercially available adaptive engine. Used by more than 13 million learners, it is based on peerreviewed scientific research about what works in learning, combined with empirical evidence collected over many years. By taking a scientific approach, Rhapsode knows how to measure the impact of training, and how to dynamically reorient the learner when appropriate. We allow the learner to speed through things they already understand, and zero in on what matters for this learner. Our learning engineering and content development services speed your adoption of adaptive learning; either by rapidly bringing your team up to speed with new skills, or by providing a turn-key content solution.



© GHA – German Health Alliance

The International voice of German Health

GHA – German Health Alliance

The GHA - German Health Alliance combines the activities and competencies of more than 100 leading German companies and organizations in the healthcare sector. In its multisectoral structure, the GHA German Health Alliance consists of actors from virtually all sectors, covering a broad spectrum of health expertise and sharing a strong international orientation. Around 70 of the GHA members provide medical technology & medical solutions, laboratory equipment & diagnostics, pharmaceutical products, drugs, vaccines and general equipment for hospitals and healthcare facilities.

The GHA - German Health Alliance has been pooling the expertise of its more than 100 member companies and organisations since early 2020. The GHA is the result of the merger of the German Healthcare Export Group (GHE), German Healthcare Partnership (GHP) and German-Sino-Healthcare Group (GSHCG). Export, innovation and partnerships are key drivers for the activities of the GHA and its members.

Today, more than ever before, in addition to high-quality solutions and products from individual suppliers, it is necessary to offer complete solution packages of the highest quality that are flexibly and modularly adapted to the very different, specific needs and challenges. "The GHA has a special role and positioning through its particular expertise in systemic strategies to strengthen health infrastructure and improve access to high-quality health services," explains Roland Göhde, CEO of GHA.

GHA – German Health Alliance Deutschland

GHA-Geschäftsstelle Bonn
Celsiusstr. 43
53125 Bonn
T +49 (0) 228 91937-15
office.bonn@gha.health

GHA-Geschäftsstelle Berlin
Gertraudenstr. 20
10178 Berlin
T +49 (0) 30 2028 1699
office.berlin@gha.health

GHA and Ghorfa - intensify cooperation with the Arab world

The GHA - German Health Alliance, an initiative of the Federation of German Industries (BDI) and the Ghorfa Arab-German Chamber of Commerce and Industry e.V. will in future intensify their long-standing cooperation in the health sector in and with countries in the Arab region.

GHA Chairman Roland Göhde and Ghorfa Secretary General Abdulaziz Al-Mikhlaifi are convinced that the expansion of the partnership will add value to the work of GHA and Ghorfa and that of its members and ultimately improve health in the region.

The existing networks, complementary expertise and the respective know-how are to be brought together and bundled even more efficiently in order to create synergies. Activities and projects in the health sector in and with the 29 countries of the MENA region covered by the Ghorfa can also be advanced more effectively.

Cooperation for mutual benefit

"GHA can benefit significantly from Ghorfa's excellent Arabic expertise and Ghorfa can draw on GHA's special know-how in the healthcare sector along the entire value chain," emphasises Göhde.

The Ghorfa is already a long-standing partner of the GHA in the Arab world. Particularly noteworthy is the cooperation



at the Arab-German Health Forum, which will take place for the 13th time this year - this time probably on 21-22 September in Düsseldorf. From 2021 on, it is now planned to jointly organize the Arab-German Health Forum.

The aim of the Arab-German Health Forum is to intensify German-Arab cooperation and partnerships and to jointly strengthen health infrastructure and management. This offers great potential for intensified economic cooperation.

To intensify the cooperation between GHA and Ghorfa, further instruments and structures are planned, such as a regular dialogue and exchange of information on activities in the health sector in the Arab region, substantive working meetings and joint event formats.



Healthcare Tourism



Sana Hospital Group: Top 3 in Germany

Sana Hospital Group is one of the top 3 providers of integrated healthcare services in Germany. 54 hospitals operate under the Sana umbrella, with more than 2.2 million patients yearly, 34,293 employees and annual sales of 2.7 billion euros. Sana is owned by the 25 leading German private health insurance companies, including Allianz Insurance Group, DKV and Signal Iduna.

Sana Hospital Group operates leading facilities, among them university hospitals, tertiary care centers, and specialized hospitals to deliver a broad portfolio of top-tier medical care. In addition to our core business in acute medicine, the group owns other specialized facilities such as rehab centers,

nursing homes and outpatient centers. Sana also is known for its operational services for more than 500 German hospitals, such as central supply, sterilization, catering, management and education. Sana works closely with authorities, investors, hospitals and high-end specialized physicians.

Sana as a Long-term Partner

As an experienced owner and operator of hospitals, Sana also acts as a long-term partner for government authorities and other clients. Sana is the source for knowledge transfer and development of medical services. Our professors, experts and sites take part in visiting professor programs, on- and off-site educational programs, and in more complex hospital projects. Sana is well known as an efficient manager of secondary hospital services like supply of medical products or medications. Sana hospitals provide emergency medical services for strategic partners abroad as well, sending professors and other experts on-site within 24 hours.

Additionally, our owners, operating worldwide as insurers, are on standby to answer questions about insurance systems, health office administration or claims management. Sana Hospital Group works for embassies and ministries in particular from Eastern Europe, the Middle East, Asia and North Africa, as well as for global insurance companies.



سرطان الامعاء



كل مستشفيات سانا يمكن الوصول اليها وبكل سهولة وذلك عبر مطارات المانيا الدولية الرئيسية ك مطار فرانكفورت،ميونخ،ديسلدورف، شتغارت،درسدن او برلين.

واليكم ثلاثة نقاط تميزنا عن بقية المستشفيات في المانيا

➤ هي واحدة من اكبر مجموعات المستشفيات الالمانية مع اكثر من ٥٤ موقع في جميع انحاء المانيا

➤ وهي كذلك واحدة من المستشفيات التي تتعاون مع جميع شركات التأمين الدولية الكبرى

➤ يعمل موظفون متعددون اللغات والمدربون ثقافيا كنقطة اتصال اولى لجميع المسائل المتعلقة بالعلاج الطبى

والذى يتمتع باجراء عدد كبير من العمليات فى هذا المجال، امر حاسم ومهم للغاية ليس لعلاج سرطان المعدة فقط ،وانما لعلاج كل انواع الاورام.

اعتمدت مجموعة مستشفيات سانا وبكل نجاح من جمعية السرطان الالمانية DKG

وينصح البرفسيور دكتور سيبرت فايز بما يلى « اختيار مستشفى معتمدة من قبل جمعية السرطان الالمانية DKG للنوع المعنى من الورم».

تعد مجموعة مستشفيات سانا واحدة من اكبر ثلاثة مستشفيات خاصة فى المانيا.

عدد العاملين فى هذه المستشفيات يبلغ ٣٤٢٩٣ عاملا وعاملة

معدل الدخل والعائد السنوى للمستشفيات يبلغ ٢,٧ مليار يورو

فى عام ٢٠١٨ بلغ عدد الذين تم علاجهم فى هذه المستشفيات ٢,٢ مليون مريض ومريضة

استثمرت ٢٥ شركة تامين صحى كبرى من ضمنها اليايزر،د.ف.ك، وسيغال ايدونا. وساهمت فى تاسيس مجموعة مستشفيات سانا،مما جعل منها احدى كبرى المستشفيات الرائدة فى هذا المجال. تضم مستشفيات سانا ٥٣ مستشفى بما فى ذلك العديد من المستشفيات الجامعية ذات المكانة العالمية الرفيعة.

مجموعة مستشفيات سانا تمكنت من استقطاب اشهر الاطباء المتخصصين ذو الكفاءات العالمية العليا المرموقة فى المانيا.

يعتبر اختيار المستشفى المناسب والمتخصص فى هذا المجال امرا مهما وحاسما فى عملية علاج سرطان القولون.

هذا وقد تحسنت فرص العلاج من سرطان القولون فى السنوات الاخيرة وبشكل ملحوظ.

الغالبية العظمى من المرضى تمكنوا من البقاء على قيد الحياة لمدة عشر سنوات او اكثر.

من اهم طرق العلاج للقضاء على هذه المرض هي عملية استئصال الانسجة السرطانية بصورة جذرية وذلك عن طريق عملية جراحية.

تتبع العملية الجراحية العلاج الكيميائى مرفق مع العلاج المناعى.

الطرق المذكورة اعلاه هي الطرق الوحيدة والمتبعة حاليا لعلاج مرض سرطان القولون.

يقول البرفسيور دكتور سيبرت فايز كبير اطباء قسم الطب الباطنى فى مستشفى سانا ليشتنبيرغ فى برلين وهو واحد من اشهر اخصائى طب سرطان الامعاء فى المانيا «ان الكثير من المستشفيات فى المانيا تقوم باجراء عمليات جراحية لمرضى سرطان القولون والمعدة مع ذلك تختلف نسب نجاح العمليات الى حد كبير».

«كثير من المرضى لا تكمل عملياتهم بالنجاح ويرجى ذلك لاختيارهم مستشفيات لا يتم فيها اجراء العدد الكافى لمثل هذه العمليات، ليس لديها الخبرة الكافية مع عمليات السرطان المعقدة».

ويؤكد راي البروفيسور سيبرت فايز دراسة علمية قامت بها الجامعة التقنية فى برلين فى مجال التطوير الهيكلى واجادة الجودة فى قطاع الرعاية الصحية. يؤكد البروفيسور الدكتور فايز وزميله البروفيسور الدكتور ميشايل هاييزر، اثنين من كبار اطباء جراحة الاورام فى المانيا، انه وبالمقارنة مع انواع الاورام الاخرى ، يمكن تجنب الإصابة بمرض سرطان الأمعاء أو الشفاء منه بشكل جيد، وذلك اذا تم التشخيص فى الوقت والمكان المناسبين ، وذلك عن طريق اجراء فحص منظار المعدة.

ويقول البروفيسور دكتور فايز «وعلاوة على ذلك ، ومن خلال نمط حياة صحي ، يمكن لكل فرد خفض معدل الإصابة بسرطان الامعاء لادنى درجة».

ويضيف البروفيسور دكتور هاييزر الى ذلك «فى علاج العديد من الامراض وبالاخص فى علاج مرض السرطان، يعد التعاون بيننا كاطباء بالمستشفيات والاطباء المتابعين لحالة المريض بعد خروجه من المستشفى واحدة من اولوياتنا فى علاج مرضى السرطان».

ولذلك فان اختيار المستشفى المناسب، المتخصص،



البرفسيور دكتور/ ميشال هاييزر
قسم الجراحة العامة والباطنية



البرفسيور دكتور/ سيبرت فايز
كبير اطباء قسم الطب الباطنى



Sana
Hospital Group

DKG
KREBSGESELLSCHAFT

للمزيد من المعلومات أيضا فيما يتعلق بإمكانات علاج المرضى سيجيبكم بكل سرور موظفو مستشفيات سانا. وعند الحاجة باللغة العربية او الإنجليزية

Contact Information Sana International Office

Marburger Straße 12-13 | 10789 Berlin - Germany | T +49 30 6290110-232/-231 (باللغة الإنجليزية واللغة العربية)

Hotline +49 30 6290110 - 112 (باللغة الإنجليزية واللغة العربية) | F +49 30 6290110-199 | international@sana.de | www.sana.de



Planning, Building & Managing Healthcare Facilities



Value Partnerships

Creating more value for you

Image for Siemens Healthineers Value Partnership: Creating more value for you © Siemens Healthineers Saudi Arabia

Siemens Healthineers contributing to the progress of Saudi Arabia's healthcare privatisation program with Value Partnership project and ambitious PPP plan

Siemens Healthineers Saudi Arabia

Value Partnerships are enduring, performance-oriented relationships. Our innovative business models help you increase enterprise-wide value in order to meet both your immediate and your future goals. Backed by our three engines, they help you optimize processes, expand your capabilities, and advance the level of innovation in your organization.

Healthcare Privatisation Plan in Saudi Arabia

One of the cornerstones of Saudi Arabia's Vision 2030 is increasing the contribution of the private sector in the economy from 25% to 35%. To achieve this goal, several initiatives were launched in the Healthcare Sector to involve leading companies in delivering healthcare services within public sector infrastructure. The Ministry of Health has

an ambition to transform from a healthcare provider into a regulator. To achieve this, individual MoH hospitals are being transformed into standalone clusters operating as private companies and covering catchment areas as Accountable Care Organisations (ACO). The objective is to bring higher quality care at lower costs.



Al-Kindi Hospital, Amman - Jordan © Al-Kindi Hospital

The Art of Building Hospitals

ACENDIS

Hospital operators and owners worldwide use the extensive services of ACENDIS from Hannover, Germany as a leading global healthcare technology provider for their hospitals in the region.

The healthcare market in the MEA region expects innovation in terms of healthcare planning and high quality in terms of medical equipment.

With the experience gathered over the past 25 years ACENDIS embodies medical planning, consultancy, export financing and project management.

The target is to provide the best in class healthcare services for the patients to get the best treatment possible without having to fly abroad.

The governments in the Middle East and Africa as well as private investors and international operators are investing heavily to build healthcare facilities on an interna-

COVID19



Covid-19 measures



Disinfection and Sanitation

Dussmann Gulf LLC

In order to support the community in its fight against the coronavirus worldwide, Dussmann Gulf LLC has offered Disinfection and Sanitation treatment with our prestigious clients to minimize and control the spread of the virus. With the current global situation, it is important to maintain our surroundings clean and virus free. With this in mind Dussmann Gulf LLC managed to train our skilled team to provide utmost disinfection and sanitation service for offices, villas/ apartments, hotels, petrol stations, vehicles, vessels, warehouse and retail shop.

Introduction

In order to support the community in its fight against the coronavirus worldwide, Dussmann Gulf LLC has offered Disinfection and Sanitation treatment with our prestigious clients to minimize and control the spread of the virus duly approved by both Abu Dhabi and Dubai

Municipality. Established in 2005, Dussmann Gulf is a subsidiary of the German Dussmann Group, one of the world's largest privately owned multi-services facilities management companies. The company has extensive knowledge of operating in the Middle East market and uses its wealth of Dussmann's international knowledge to support its service delivery within the region. Duss-



ajlan & bros.
SAUDI ARABIA

Integrated Facility Management German Quality—Local Expertise

We create customized facility management packages for your specific requirements, in healthcare facilities, for data centers, for retail and shopping centers or office buildings: we are your partner for sustainable and life-time oriented services.



Technical Services—facilitating reliability of technical systems

Competent operation, maintenance and repair of your technical assets facilitates reliable function, improves energy efficiency and ensures compliance with legal and regulatory requirements.



Cleaning Services—maintaining the value of real estate

You select the services you require from our portfolio of professional cleaning services to establish a clean, sanitized and healthy environment and to maintain the value of your facility.



Smart Buildings—optimizing processes

Installation of digital technology to generate data will enable you to streamline your service processes, improve occupant experience and expand profitability.

Abu Dhabi

Dussmann Gulf LLC
P.O. Box 106921
Al Khazna Tower, Najda St.
Abu Dhabi, UAE
info@dussmann.ae

Dubai

Dussmann Gulf LLC
P.O. Box 487072
AWR Building, AL Khabaisi,
Deira, Dubai, UAE
info@dussmann.ae

Riyadh

Dussmann – Ajlan & Brothers LLC
P.O. Box 42468
Riyadh 11541, Olaya,
Riyadh, Saudi Arabia
info@dussmann-ajlanbros.com

www.dussmann.ae
www.dussmann-ajlanbros.com



Research & Development



Schmieder Clinic Germany cooperates with Rehafit from Kuwait

Kliniken Schmieder

Schmieder Clinic is a clinic for Neurology and Neurological Rehabilitation in Germany and treats about 14,000 patients from all over the world annually. The clinic sees its task not only in the treatment of international patients in Germany, but also in the improvement of medical care abroad through cooperation with suitable institutions like Rehafit from Kuwait.

Schmieder Clinic: Pioneer and quality leader in Neurological Rehabilitation

For decades, Schmieder Clinic has been persistent in its goal of providing neurological patients with the best possible treatment. 70 years ago, Prof. Friedrich Schmieder

developed a treatment concept that focuses around the human being, seeing brain damage as an illness, which shakes the existence of every human being to its core. Since the brain has enormous healing potential, neurological rehabilitation can give back self-confidence and the ability to live your life as independent as possible.

KLINIKEN SCHMIEDER

Clinic for Neurology and
Neurological Rehabilitation

Contact:
Kliniken Schmieder
Zum Tafelholz 8, D-78476 Allensbach, Germany

International Office
internationaloffice@kliniken-schmieder.de
+49 (0) 7533 808 1533 | +49 (0) 7533 808 1543
www.kliniken-schmieder.de/english/
www.facebook.com/klinikenschmiederinternational/

Company Overview

The family-run company is regarded throughout Europe as a leader in quality and stands out for its combination of science and practice as well as the personal care it provides to both patients and relatives.

Schmieder Clinic looks at its patients from an integrated point of view and strives to provide the best possible assistance in all areas of life. Interdisciplinary teams consisting of physicians, therapists, and nurses work individually with each patient on the wards for international patients and tailor the treatment concepts to the respective development progress. Beside such tried-and-tested treatments as physiotherapy and occupational therapy, innovative approaches such as gait training with Loko-help, virtual reality, the use of feedback-based equipment for the upper limbs (Pablo, Armeo, etc.) and Vector (sensor-controlled walking system) are also employed. Additionally, we have a Brain Stimulation Center at our clinic site in Allensbach.

Schmieder Clinic offers its patients far more than a dozen different therapeutic disciplines – a unique range in international comparison © Kliniken Schmieder



Year of Foundation: 1950

Production facilities: Six sites in South Germany with wards for international patients in Allensbach at the Lake of Constance and Heidelberg.

Products: Clinic for Neurology and Neurological Rehabilitation with about 14,000 neurological patients of all severities and in all acute and rehabilitation stages per year.

Indications:

- Traumatic brain injuries; Stroke; Inflammatory diseases of the nervous system (Multiple Sclerosis, Encephalitis); Diseases of the peripheral nervous system (Polyneuropathy/GBS); Neurodegenerative diseases (Alzheimer's Disease, Parkinson's Disease); Damage to the spinal cord and intervertebral disks; Neurological pain syndrome; Neurological disorders accompanied by mental health disorders or psychosomatic disorders; all other neurological indications.

Available services

- Multilingual staff: standard treatment in English; if desired: speech therapy and translators for Arabic; High-quality room furnishings and culture-specific services, e.g. in regard to meals, offers for Ramadan; International office for advice and support with passport matters, transfers, and much more; Selection of international newspapers; Guest house next to the clinic for relatives and accompanying persons at the site Allensbach; Free WiFi access; Lounge area.

Schmieder Clinic disposes of the full range of sophisticated diagnostic tools and highly qualified staff © Kliniken Schmieder





Contributing Companies and Institutions

Acendis is an international operating company specialized in designing and equipping medical facilities. Our main activity consists in setting up and furnishing hospitals, focusing on medical equipment. Furthermore, our service include consultancy from the very first step of planning, sourcing funding through to purchasing, installing, putting into service, handing over and up to staff training and maintenance - also available as an "all-in-one-solution" project management.

Project: Al – Kindi Hospital in Amman + Turkish Hospital in Doha

Contact: Jalal Awad, Projects Director MEA

ACENDIS Handels GmbH
Wohlenbergstraße 5
30179 Hannover | Germany
Phone: +49 511 - 1 83 83 | Fax: +49 511 - 71 77 29
jalal.awad@acendis.eu | www.acendis.eu



Area9 Lyceum builds 21st century skills and competencies through the world's first four-dimensional learning platform, Area9 Rhapsode™. Based on more than 20 years of research into human factors and cognition, our AI-based platform delivers truly personalized learning at scale -cutting training time in half, guaranteeing proficiency and making lasting impacts on careers and business outcomes.

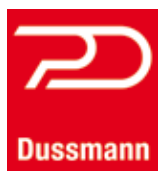
Contact: Dr. Claus Biermann, Chief Medical Advisor, Healthcare Education at Area9 Lyceum

Area9 Lyceum USA HQ BOSTON 126 Woodland Road Chestnut Hill, MA 02467, USA phone: +1 781 540 2178 info@area9lyceum.com www.area9lyceum.com	EU HQ COPENHAGEN Galionsvej 37 1437 Copenhagen, Denmark phone: +45 33 11 00 90 info@area9lyceum.com www.area9lyceum.com
---	--

B. Braun is one of the world's leading manufacturers of medical devices and pharmaceutical products and services. With over 64,000 employees in 64 countries, B. Braun develops high quality product systems and services for users around the world. Every service provided by B. Braun incorporates the entirety of our knowledge and skills, the company's deep understanding of users' needs - and 179 years of extensive expertise. With its constantly growing portfolio of effective medical care solutions, B. Braun makes a substantial contribution towards protecting and improving people's health. In developing its products, product systems and services, B. Braun acts like a sparring partner. A companion who knows their counterpart. Who wants to do the best for them. A companion who promotes developments through constructive dialog and the motivation to improve things. And enables solutions that are both evolving and progressive.

Contact: Christian Schmuck, Director Sales Near/Middle East
Hakan Gün, Senior Area Sales Manager GCC Region

B. Braun Melsungen AG
Carl-Braun-Straße 1
34212 Melsungen
Germany
phone: +49-5661-71-0
www.bbBraun.com



Dussmann Group

With 64,500 employees in 22 countries, the Dussmann Group carries out services for people, by people. The largest company division, Dussmann Service provides technical services, catering, security and reception services, cleaning, surgical sterilization, commercial property management and energy management. All technical systems are bundled in DTS, spanning over the entire life cycle of plants and buildings, from design with engineering services and planning, through construction to maintenance and repair: STS with electrical engineering, DKA as a specialist for refrigeration and air-conditioning, and HEBO as an elevator manufacture. Kursana manages nursing and care services for 13,600 seniors. More information at news.dussmanngroup.com

Project: Disinfection and Sanitation

Contact: Mehیار Kodeih
General Manager Dussmann Gulf LLC

Dussmann Group
P. O. Box 106921
Al Khazna Tower, Najda St.
Abu Dhabi
United Arab Emirates

mehiar.kodeih@dussmann.ae
phone: +971 2 644 4151



GHA – German Health Alliance

The GHA - German Health Alliance bundles the expertise of its more than 100 member companies and organisations and is an extremely suitable access to internationally requested German health expertise. The approximately 50 medical technology manufacturers among the GHA members travel around the world and have excellent specialist and country expertise. The other focal points of Strengthening the Health System and Global Health make it possible to put together complete solution packages of the highest quality that are flexible and modularly adapted to the various needs and challenges.

All this enables GHA to build reliable and sustainable long-term partnerships and cooperation on an equal footing for the joint strengthening of health systems with a special focus on Global Health and excellent, high-quality medical technologies, solutions and services.

Contact: Alexander Boxler, office.berlin@gha.health
Heike Lange, office.bonn@gha.health

GHA-Geschäftsstelle Bonn
Celsiusstr. 43
53125 Bonn
phone: +49 (0) 228 91937-15

GHA-Geschäftsstelle Berlin
Gertraudenstr. 20
10178 Berlin
phone: +49 (0) 30 2028 1699



HEIDELBERG UNIVERSITY HOSPITAL

Heidelberg University Hospital with its more than 50 specialized clinical departments is one of the leading medical centers in Europe. Innovative and effective diagnosis and therapy for all complex diseases is guaranteed by world-renowned professors and highly experienced doctors. Heidelberg University Hospital is constantly developing new methods of diagnosis and treatment at the forefront of biomedical science for the benefit of all patients.

Heidelberg University Hospital
International Office
Im Neuenheimer Feld 400 | 69120 Heidelberg
Phone: +49 (0)6221 56 6243
Fax: +49 (0)6221 56 33955
International.office@med.uni-heidelberg.de
www.heidelberg-university-hospital.com

Heidelberg University Hospital

KLINIKEN SCHMIEDER

Clinic for Neurology and
Neurological Rehabilitation

Kliniken Schmieder

Schmieder Clinic is a Clinic for Neurology and Neurological Rehabilitation with six sites in South Germany and wards for international patients in Allensbach at the Lake of Constance and in Heidelberg. As a neurological competence centre, the clinic treats all neurological diseases of all degrees of severities. The family-run company is regarded throughout Europe as a leader in quality and stands out for its combination of science and practice as well as the personal care it provides to both patients and relatives.

Project: Schmieder Clinic Germany cooperates with RehaFit from Kuwait

Contact: International Office

Kliniken Schmieder
Zum Tafelholz 8
78476 Allensbach
+49 (0) 7533 808 1533
internationaloffice@kliniken-schmieder.de
www.kliniken-schmieder.de/english/
www.facebook.com/klinikenschmiederinternational/



MMM Group

MMM Group has been operating worldwide as one of the leading system providers in the service of health since 1954. With a full portfolio of products and services pertaining to sterilisation and disinfection systems for hospitals, scientific institutes, laboratories, and the pharmaceutical industry, MMM has positioned itself as a crucial quality driver and innovator on the German and international markets.

MMM Group
Sammelweisstr. 6
82152 Planegg/Munich / Germany
Phone: +49 89 899 18-0
Fax: +49 89 899 18-118
info@mmmgroupp.com
<https://www.mmmgroup.com/en>
<https://www.linkedin.com/company/mmm-group/>
<https://www.instagram.com/mmmgroupgermany/>



**Sana
Hospital Group**

Sana Hospital Group

Sana Hospital Group is a group of world-class, award-winning private hospitals, outpatient and diagnostic centers spread across Germany. Sana is owned by the 25 leading German private health insurance companies, including Alliance Insurance Group, DKV and Signal Iduna. Founded in 1976, Sana Hospital Group is one of the leading providers of state-of-art healthcare services in the world, focused on providing clinical excellence and superior patient outcomes. It is an integrated healthcare delivery system with 54 hospitals and over 34.300 employees serving more than 2.2 million patients annually.

Project: Sana Hospital Group: Top 3 in Germany

Contact: Nizar Maarouf, Head of Business and Government Relations

Sana International Office
Marburger Straße 12-13 | 10789 Berlin | Germany
Phone:
Hotline: +49 176 804 819 35 | English & Arabic: +49 30 6290110-231/232
English: +49 30 6290110-111 | French & Russian: +49 30 6290110-102/201/231
Fax: +49 30 6290110-199 | international@sana.de
www.sana.de/unternehmen/sana-international-office

Schön Klinik is Germany's largest family-owned hospital group with 26 hospitals across Germany and the UK, specialising in orthopaedics and spine, neurology and mental health. Since it was founded by the Schön family in 1985, the company has focused on quality and excellence through a high level of specialisation. This approach allows us to provide the most effective therapies for patients. Quality is our core value. We enhance medical outcome through value-based healthcare measurement. International patients trust in Schön Klinik for more than 20 years now with life-improving results for both patients and their families.

Schön Klinik SE
Seestraße 5a
83209 Prien am Chiemsee | Germany
SKI-international@schoen-klinik.de
www.schoen-clinic.com

Siemens Healthineers AG is shaping the future of healthcare and is proud to serve its customers in the Middle East & Africa through its regional hub in the UAE with its main offices located in Saudi Arabia, Egypt and South Africa. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. Siemens Healthineers is continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostic, image-guided therapy, and in-vivo diagnostics. Siemens Healthineers also provides a range of services and solutions to enhance healthcare providers' ability to provide high-quality, efficient care to patients.

On Saudi Arabia market, Siemens Healthineers has been there for more than 75 years with 250 employees based out of its four offices located in Riyadh, Jeddah, Khobar and Abha covering the entire kingdom.

Project I: Shaping the Future of Healthcare – Tele-Heart KSA

Contact: Ole Per Maloy, Managing Director, Siemens Healthineers, Middle East and Southern & Eastern Africa

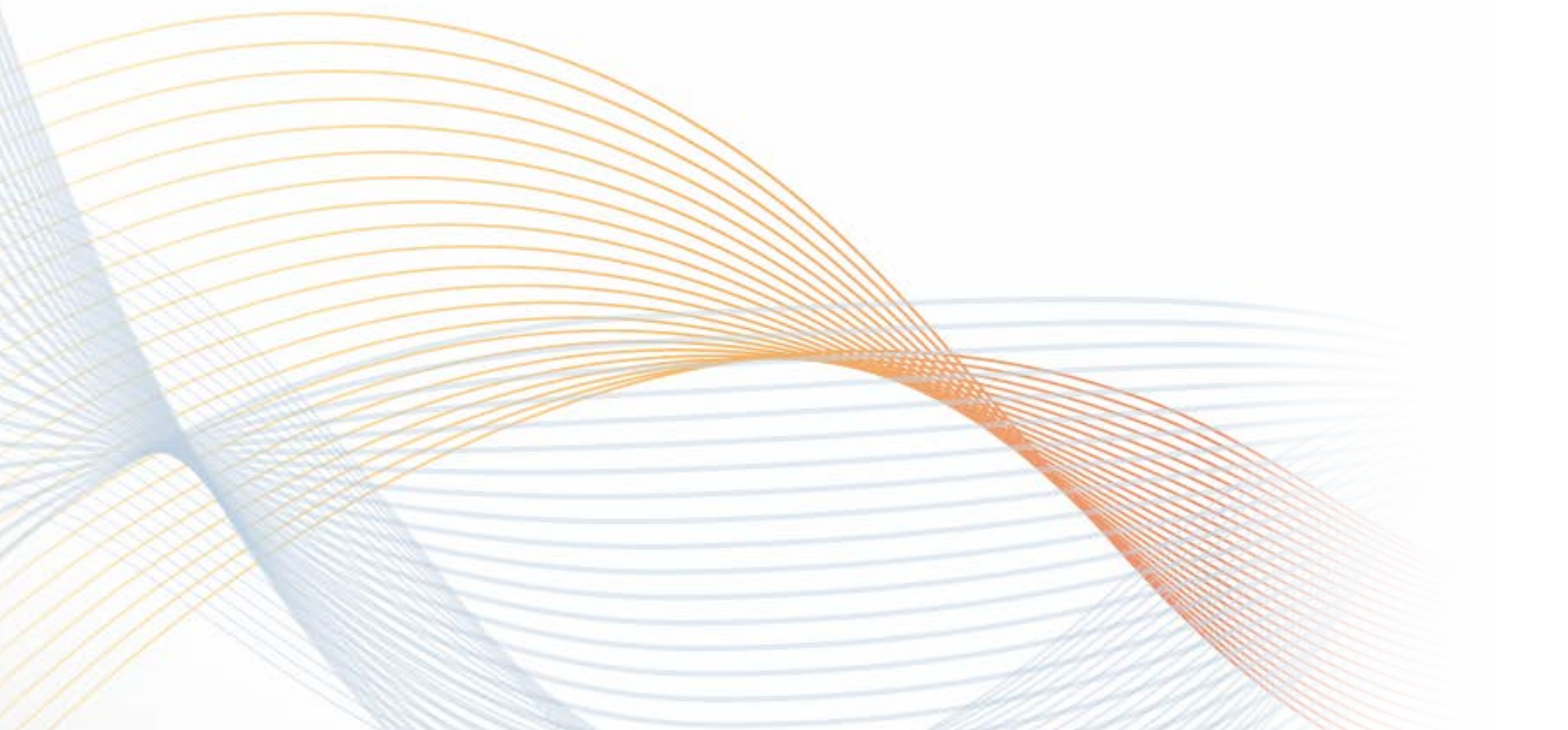
Siemens Healthineers AG
Henkestr. 127
91052 Erlangen
Germany
healthcareme.ae@siemens-healthineers.com

Project II: Siemens Healthineers contributing to the progress of Saudi Arabia's healthcare privatisation program with Value Partnership project

Contact: Michel Atallah, General Manager Siemens Healthineers KSA

Siemens Healthineers Ltd. Saudi Arabia
Siemens Healthineers Ltd.
Business Gate, Building C1
Airport Road, Qurtubah District
P.O. Box 9510 Riyadh 11423
Phone: 800 609 0900
Email: healthcare.sa@siemens-healthineers.com

IMPRINT



EDITOR

Ghorfa

Arab-German Chamber of Commerce and Industry
Garnisonkirchplatz 1 | D-10178 Berlin
Tel: +49 30 278907-0 | Fax: +49 30 278907-49
E-Mail: ghorfa@ghorfa.de | www.ghorfa.de

COORDINATION

Nancy Ishak
Marketing
Ghorfa Arab-German Chamber of Commerce and Industry

EDITORIAL

Samira Ismail Mohamed
Proofreading

PHOTOS

Cover: © foton1601 - AdobeStock
S. 7: © psdesign1
S. 29: © Yang Yang - Unsplash
S. 35: © Sean Pavone - Fotolia
S. 45: © cottonbro - Pexels
S. 53: © PIXNIO
S. 65: © Solen Feyissa - Unsplash

Other pictures: Kindly provided by the contributing companies, if not otherwise stated.

LAYOUT

Fadhl Al-Romaima
Technical Director
Ghorfa Arab-German Chamber of Commerce and Industry

PRINT

DCM – Druck Center Meckenheim GmbH
Werner-von-Siemens-Straße 13,
D-53340 Meckenheim
Tel: +49 (0)2225-8893-550 | Fax: +49 (0)2225-8893-558
E-Mail: dcm@druckcenter.de | Web: www.druckcenter.de

SEPTEMBER 2020

Healthcare Guide 2020

Partnerships and Perspectives of
Arab-German Cooperation



Ali Alghanim & Sons

Group of Companies

"When your search for what's better reaches nowhere, when your quest for the best is a journey that never ends, and when you don't want to compromise... we are there."



Ali Alghanim & Sons Automotive w.l.l.

A member of Ali Alghanim & Sons Group of Companies



Ali Alghanim & Sons Investment w.l.l.

A member of Ali Alghanim & Sons Group of Companies



Ali Alghanim & Sons Contracting w.l.l.

A member of Ali Alghanim & Sons Group of Companies



Ali Alghanim & Sons Communication Technologies

A member of Ali Alghanim & Sons Group of Companies



Ali Alghanim & Sons Fire & Safety w.l.l.

A member of Ali Alghanim & Sons Group of Companies



Ali Alghanim & Sons Educational Service w.l.l.

A member of Ali Alghanim & Sons Group of Companies



Ali Alghanim & Sons General Trading w.l.l.

A member of Ali Alghanim & Sons Group of Companies



Ali Alghanim & Sons Real Estate w.l.l.

A member of Ali Alghanim & Sons Group of Companies



Sana Hospital
Group:
**Trust creates
health**

www.sana.de/unternehmen/sana-international-office

Sana International Office

Marburger Straße 12-13
10789 Berlin
Germany

Phone:

English & Arabic: +49 30 6290110-231/232
French & Russian: +49 30 6290110-102/201/231
Hotline: +49 176 804 819 35

Fax:

+49 30 6290110-199

Mail:

international@sana.de