



PATIENT SAFETY

POST SHOW REPORT 2014



"The most important lesson for healthcare is not to be satisfied with modest improvements. Aiming for zero harm is the first step toward achieving it. In order to get to zero, healthcare organisations must first commit to the process of becoming a 'high reliability' institution. The conferences were focused around the pressing need for healthcare organisations to commit to zero hospital-acquired infections and how to embark on this journey."

Dr Mansour Al-Zarouni, Consultant Medical & Molecular Microbiologist, Director, SRL Diagnostics, DHCC, Dubai, UAE

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A SUMMARY OF PATIENT SAFETY MIDDLE EAST 2014

Appropriate infection control is an essential component of clinical practice management based on its critical importance to the health and safety of patients, practitioners and the broader community.

With increasing public concern over Healthcare-Associated Infections (HAI), antibiotic-resistant bacteria and the global spread of these organisms the **Patient Safety Middle East** Exhibition brought together leaders from the commercial industry and the health sector to build a better and safer environment for patients in the Middle East.

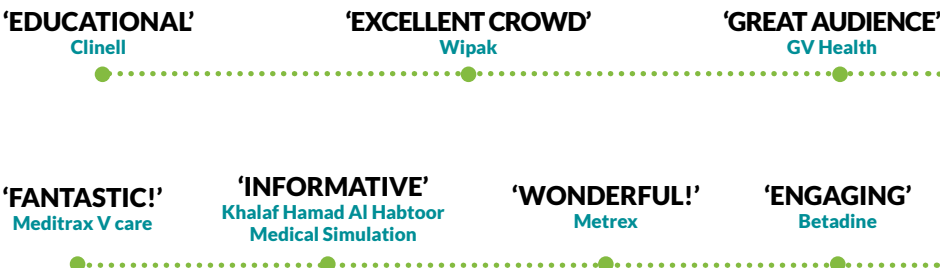
SHOW STATISTICS



WHERE DID THE EXHIBITORS COME FROM?



EXHIBITOR OPINION

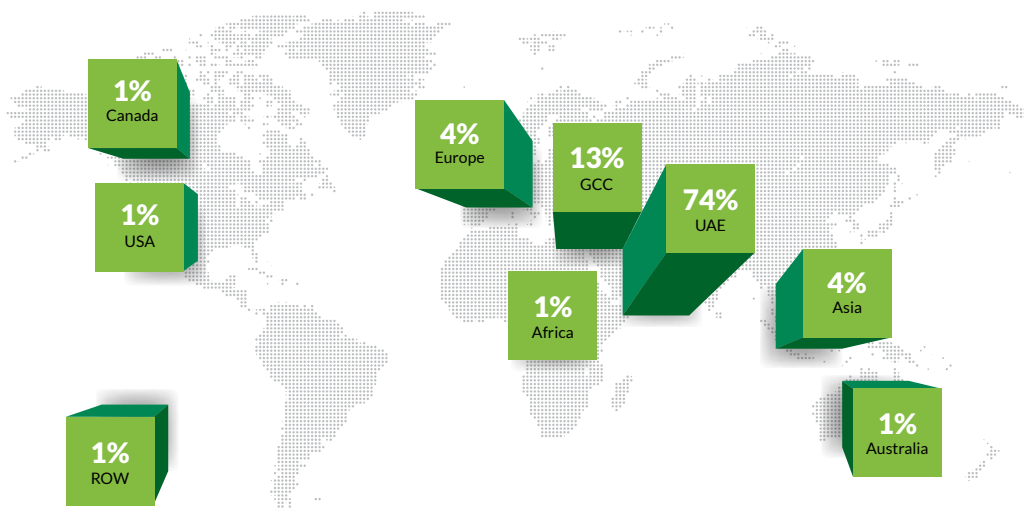


VISITORS

Patient Safety Middle East celebrated its 10th anniversary with a range of exciting product launches, free-to-attend seminars and thought-provoking conferences. Hundreds of new products, technologies and services were on display to facilitate the improvement of patient safety and reduction of medical errors in the Middle East.

Hundreds of visitors involved in the field of patient safety convened to network, discover and learn about the latest developments in the fight to achieve zero hospital-acquired infections.

WHICH COUNTRIES DID THE VISITORS COME FROM?



WHICH BUSINESS SECTORS WERE THE VISITORS INVOLVED IN?



SHOW HIGHLIGHTS

- Irish Ambassador to the UAE, H.E Patrick Hennessy visited the Patient Safety Middle East, highlighting the importance of collaboration between Irish and UAE businesses
- A total of 15 free-to-attend seminars were hosted by industry experts; Matachana, Ecolab, Novaerus, Airinspace, MedicCleanAir, UVC Technologies, i360, Steelco, Elsevier, Qatari German Medical Devices and Al-Hikma, who presented and discussed the latest healthcare innovations and technologies
- Smart Hospitals – The IT Solutions Conference was introduced as a new conference to this years' multi-track programme. Speakers and delegates delved into discussions about Information Technology governance, electronic health record implementation, clinical intergration, and strategy
- 55% of exhibitors re-booked for Patient Safety Middle East 2015



"The 2014 Patient Safety Middle East Exhibition was a very useful venue this year. It gave companies the opportunity to demonstrate new products on the market, which was timely considering the focus internationally on both the MERS and Ebola outbreaks. The new air sterilisation products were clear demonstrations of how the future infection control practices will need to focus."

A. Prof Jane Griffiths, Dubai Health Authority, Dubai, UAE

CONFERENCES

A total of five conferences focused on patient safety were held at **Patient Safety Middle East**, attracting more than 1,100 healthcare professionals to a variety of plenaries, panel discussions, workshops, demonstrations, and interactive activities. The topics were guaranteed to educate and enlighten with discussions on innovative action plans to combat medical errors, to the development of electronic health record implementation.

10th Middle East Healthcare-Associated Infections

Key topics included diagnosis of sepsis, MERS-CoV, surgical wound infections, MALDI TOF in HAI, recent advances in the diagnosis and treatment of Aspergillus infections.

232
Delegates

17
Speakers

4th Middle East Patient Safety Conference

Sessions focused on providing real-world tools, robust resources, and evidence-based solutions for a full spectrum of patient safety topics including leadership, culture change, improvement of practice and quality-of-care.

424
Delegates

14
Speakers

4th Middle East Wound Care

First launched at Arab Health, this popular course was designed for physicians, fellows, mid-level practitioners, nurses, and other healthcare professionals who are involved in the care of patients with acute and chronic wounds.

161
Delegates

14
Speakers

9th Decontamination and Sterilisation

This three-day conference concentrated on the provision, improvement and latest developments within decontamination services. Key topics included CSSD practice, dental CSSD, endoscopy units, tracking and traceability, loaner instruments, and wrapping and packaging.

177
Delegates

15
Speakers

Smart Hospitals: The IT Solutions Conference

As an exciting new addition to the conference line-up, this conference gathered delegates who were eager to learn about Information Technology governance, electronic health record implementation, clinical integration, and strategy.

76
Delegates

12
Speakers



1,142
CONFERENCE
ATTENDEES



1,070
DELEGATES

72
SPEAKERS



"Ireland offers a deep understanding of the latest healthcare trends through the use of technology and track record of delivery and customer service that exceeds expectations. The growing alliances with Ireland and UAE will secure further growth and new opportunity."

H.E Patrick Hennessy, Irish Ambassador to the UAE



"Our goals for the 9th annual Decontamination & Sterilisation Conference were to promote high standards and continuous education for professionals working in Decontamination. With our excellent international and local presenters, a wide variety of content impacting decontamination and strong audience participation, we were very successful at meeting these goals."

Jason David Unger, Manager CSSD Sterile Services, Cleveland Clinic Abu Dhabi, Abu Dhabi, UAE



"Coming from Europe, Patient Safety Middle East proved an excellent experience. The quality of delegates was superb, high-level influencers and decision-makers. When developing business in a market, conferences like Patient Safety Middle East 2014 are strong partners and we will definitely look to exhibit again."

Henrick Mahaini, COO, Viking Gulf, Dubai, UAE

"We launched a new product this year which has gathered a lot of interest and leads. We look forward to being part of next years event and having our speakers participate."

Tiffany Nairn, International Marketing, Truven Health Analytics



"This is my third time attending Patient Safety. Visits and leads are up at least 60% from last year and I'm happy to confirm my attendance next year... Looking forward to it!"

Keith Edson, Regional Manager, airinspace, MEA/UK

SAVE THE DATE



**OCTOBER
2015**

**11th Patient Safety
Middle East**

4-6 October 2015

Dubai International Convention
and Exhibition Centre

Every person at an exhibition, whether they are a visitor, delegate, exhibitor or interested outsider is a potential customer. Exhibitions put many decision-makers in the same place at the same time, all with a demonstrable interest in what is on offer.

Our sponsorship packages are customised specifically to meet our client's requirements. We will work with you to ensure that you maximise your company's presence at **Patient Safety Middle East** and ensure you get the most out of your participation.

PRE-EVENT PROGRAMME

<p>Exhibition website:</p> <ul style="list-style-type: none"> • Company logo hyperlinked to your own website with acknowledgement in appropriate tier 	<p>One exclusive e-shot:</p> <ul style="list-style-type: none"> • Sponsor branded e-shot to include copy, logo and images provided by you and sent in an HTML format to your chosen audience
<p>Inclusion in the sponsors section of the website:</p> <ul style="list-style-type: none"> • Company logo and 100-word company profile to be included 	<p>Inclusion in visitor promotion campaign:</p> <ul style="list-style-type: none"> • Company logo on all communication to visitors both print and electronic

ONSITE PROGRAMME

<p>Logo on external banners of chosen conference programme:</p> <ul style="list-style-type: none"> • This applies to the area outside of the chosen conference room during the event and will feature all commercial supporters involved with the programme (only applicable once CSA has been signed) • Logo on conference brochure 	<p>Generic signage:</p> <ul style="list-style-type: none"> • This applies to the main show signage that is displayed in the exhibition and surrounding areas. This will feature all sponsors involved in the programme • Logo • Appropriate tier
<p>Exhibition show guide:</p> <ul style="list-style-type: none"> • This is the official guide that contains all exhibitors as well as the full conference programme. Delegates/visitors use this as an easy reference guide post event for future business contacts • Appropriate tier • Personal welcome message from Chairman of sponsor or 100-word company profile • Enhanced colour entry • Stand highlighted • One full page A4 advert 	<p>Seminar time slot:</p> <ul style="list-style-type: none"> • The exhibition floor seminar room is available on an hourly basis to allow the sponsor an opportunity to focus upon products and services in a formal setting for attendees. The Patient Safety Middle East team will promote the content of the seminar pre-event and onsite to ensure maximum attendance. Sponsor has free rein over the subject matter and presenter <p>Options will include:</p> <ul style="list-style-type: none"> • Detailed information included on the Patient Safety Middle East website pre-event to promote the session • Inclusion on the seminar signage onsite advising visitors of specific times and subjects • Roll-up banner placed within the seminar room during presentation • Promotional or marketing material to be distributed
<p>Additional branding:</p> <ul style="list-style-type: none"> • Roll-up standing banners - Two banners to be provided by sponsor to be placed around the exhibition • Hanging banner above exhibition stand - One banner to be provided by sponsor 	

POST-EVENT PROGRAMME

<p>Logo on exhibition website:</p> <p>Your logo linked to your own website will remain live on the exhibitions website for six months after the event</p>	<p>Direct mail:</p> <p>Post-event we will contact all visitors to promote future events. Space entitlement is dependent on sponsorship tier. Content will be advised upon confirmation</p>
<p>Post-event e-shot:</p> <p>Following the conference we will send a group e-shot to all attendees thanking them for their participation and advising future dates of conferences for their interest. We will also include details of the commercial supporters involved in the event:</p> <ul style="list-style-type: none"> • Acknowledgement • Hyperlinked logo • Thank you message • Product image • Weblink 	