

**Press Release**

**Harvard Medical School Dubai Center  
Organises Continuing Medical Education  
CME program on Preventive Medicine for  
Dubai Healthcare City Community**

**Dubai: \*\* October, 2007** - The importance of preventive care in primary healthcare was highlighted at a recent Continuing Medical Education (CME) program organized by Dubai Healthcare City (DHCC), a member of Tatweer, and the Harvard Medical School Dubai Center (HMSDC) Institute for Postgraduate Education and Research.

Open to the DHCC community, the programme 'Putting Prevention into Primary Care Practice' was held at the Grand Hyatt, Dubai on 4 October, 2007

Dr. Muhadditha Al Hashimi, CEO, Dubai Healthcare City commented, "Prevention is the least attempted but potentially most cost-effective and beneficial route to improved public health. Various estimates suggest phenomenal annual savings as well as increased longevity and quality of life could be realized if practicing primary care physicians understood and promoted preventive medicine.

"Organizing internationally accredited programs for the benefit of the DHCC community is part of our endeavour to raise industry standards in the region. We will continue our focus on similar initiatives and extend the scope to other aspects of healthcare, underlining our status as a centre for medical excellence."

Dr. Robert Thurer, Chief Academic Officer, Harvard Medical School Dubai Center, said: "We aim to ensure that physicians in the region effectively

apply current knowledge in their practices. We also focus on communicating basic information on all aspects of healthcare to primary care practitioners.

“The CME program on preventive care is a step towards providing cost effective consumer-directed healthcare. We strongly believe investment in preventive health is vital to safeguard and improve the health of the community.”

Moderated by Harvey Makadon MD, Vice President Global Programs, Harvard Medical International and Associate Professor of Medicine, Harvard Medical School, the seminar aimed to provide DHCC physicians with the knowledge and information they require to apply principles of preventive care to a broad spectrum of common disorders, diseases and injuries.

During the programme, Dr. Arch Carson, Assistant professor of Occupational Medicine & Environmental Services from University of Texas, Houston, explained the evaluation of the screening test for primary care.

In her address, Beverly Woo MD an Associate Professor of Medicine at Harvard Medical School discussed screening tests for primary care, while highlighting prevention standards in practice.

The Harvard Medical School Dubai Center is a joint effort by Harvard Medical International and DHCC to develop the region's leading medical cluster into a centre of excellence for healthcare delivery, medical education, and research. HMSDC seeks to advance the professional development of physicians, nurses, research scientists, and allied health professionals in the region.

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### **About Dubai Healthcare City**

Dubai Healthcare City (DHCC) was launched in November 2002 to fill the gap between Europe and South East Asia by establishing a regional gateway for customers and patients to receive world-class healthcare and to enjoy first class medical and wellness services.

Dubai Healthcare City aims to establish a distinctive regional hub providing developed healthcare services, and advance health related educational programs and scientific research in the Middle East. DHCC seeks to acquire a number of authorities and international corporations specialized in providing healthcare, education, services and research, whilst positioning itself within Dubai, and mutually benefiting from the professional collaboration provided.

DHCC is made up of a core Academic Medical Centre (AMC) comprising Harvard Medical School Dubai Centre (HMSDC), Institute for Postgraduate Education and Medical research, a University Teaching Hospital (UTH) and the Dubai Harvard Foundation for Medical research (DHFMR). Complementing the AMC, DHCC has Medical and Wellness Clusters of world-class private healthcare institutions. Some of the other renowned partners who have joined DHCC are Mayo Clinic, AstraZeneca, Harvard Medical International, Dr. Sulaiman Al Habib Medical Centre and the American Academy of Cosmetic Surgery.

### **About Tatweer:**

Launched in December 2005 Tatweer is one the region's most promising enterprises and a Member of Dubai Holding. It owns nine market-leading companies and managing an ambitious business development plan.

Its current portfolio is divided into Energy & Healthcare, Tourism & Entertainment, Industry & Knowledge. Its entities are Dubai Healthcare City, the region's hub for world-class quality healthcare services; Mizin, one of the most advanced real estate companies in the region; **"The Tiger Woods - Dubai"** an exclusive golf community that will include a Tiger Woods designed Golf Course; **Dubailand**, one of the biggest leisure, entertainment and tourism destinations in the Middle East region; **Dubai Industrial City**, an industrial township to develop Dubai as a leading manufacturing hub; **Bawadi**, the world's leading hospitality and entertainment project bringing 31 hotels and more than 29,000 hotel rooms; **Dubai Energy**, investing in regional and global energy opportunities and building a diversified investment portfolio; **Dubai Mercantile Exchange**, the first commodity futures exchange in the Middle East; **Global Village**, which brings together 160 different countries showcasing myriad cultures; and **Moutamarat**, the first Arab initiative organizing research-based conferences and exhibitions.

A Member of Dubai Holding, Tatweer and its entities will continue to consolidate a group of life-improving industries. In addition, it has pioneered the market with joint venture initiatives with leading companies such as the New York Mercantile Exchange or the Saudi Research and Publishing Company.

Tatweer will continuously strive for world-class performance implementing leadership development to drive and sustain business excellence, quality and high performance.