



# IFM<sup>TM</sup>

10  
Years

المؤتمر والمعرض الدولي لطب العائلة  
International Family Medicine  
Conference & Exhibition

**31 OCT - 02 NOV 2023**

**DWTC, DUBAI UAE**

**The Gateway to Excellence in Healthcare**

**Brochure and Post Show Report**

# SCIENTIFIC CHAIR MESSAGE

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Dear Participants and Sponsors,

On behalf of IFM scientific committee and organizers, I would like to thank you all for attending and supporting IFM to achieve the success we saw in 2022 edition.

The Committee was delighted to have you all with us in person during the event and hope you have left with good learning experiences.

In 2022 edition, we had an overwhelming response from our attendees, who were very satisfied with the scientific sessions delivered by leading experts of the industry. We are happy to announce that the 10th edition of IFM 2023 will be held at DWTC, Dubai.

Primary Healthcare has always been the frontline of the Healthcare system, it is the core of the healthcare sector that is fast developing and expanding. A primary care professional always aims towards providing patient-centered, evidence-based care for patients advocating for them in all health-related matters; including the appropriate use of specialists, health services, and community resources. The rise of technology involvements has made an ultimate impact on the way we treat patients and develop new cures – from robotics, artificial intelligence to virtual reality and connected devices. Healthcare is on its way to achieve new horizons in its approach towards Primary Care Treatments.


IFM Scientific Committee is happy to hear from our peers & community from Family Medicine about, IFM now been acknowledged as one of the UAE's Premier Scientific gatherings attended by all major Medical and Healthcare Key Opinion Leaders across GCC region. For past 10 editions, IFM has been instrumental in creating & offering knowledge-based platforms, sharing the best of Scientific and Medical Updates. At IFM, the committee aims to bring to our attendees these new developments to update you all with the changes in the industry of Primary Health Care.

IFM 2023 will feature an exclusive conference & exhibition for Primary Healthcare, which will feature new & existing treatment mechanism, advance healthcare services in the digital world and other innovative technologies that assist the healthcare system for the best of patient outcome.

The IFM EXPO 2023 will turn out to be an enhanced experience for our attendees seeing the latest products and technologies in display supported with scientific sessions covering Chronic & Non- Chronic Disease from a Primary Healthcare perspective, new healthcare management concepts, awareness in health prevention and promotion and other related healthcare issues.

We invite you all to join us for the upcoming 10th edition which is certainly going to be one Mega Event, continuing to be the gateway to providing excellence in healthcare in the Middle East.

We wish to see you all in our next edition.



**Dr. Ibtesam Al Bastaki.**  
IFM Scientific Chairperson

# SCIENTIFIC COMMITTEE MEMBERS

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**Dr. Ibtesam Al Bastaki**  
Scientific Committee Chairperson



**Dr. Mohamed Farghaly**  
Conference General Secretary- Head of  
Insurance Medical Regulation DHA, UAE



**Dr. Ashraf Swidan**  
Specialist Senior Family Physician,  
Doctor For Every Citizen, Primary  
Health Care Sector, UAE



**Dr. Afaf Sayed Gaffar**  
Head of training & development  
centre, MOH, UAE



**Dr. Fatma Al Attar**  
Director, International Health  
Regulations office, Health Centers &  
clinics sector, MOHAP, UAE



**Dr. Mohamed Al Shareef**  
General Director of Security Forces  
Hospital – Makkah City, KSA



**Dr. Khalid Lootah**  
Ophthalmologist, Dubai Police Health Center  
Dubai Police General Head Quarters  
Previous Chairman of Dubai Health Authority Youth  
Council and member of DHA Innovation Council



**Dr. Zemer (Semer) Wang**  
Family Medicine  
Medical Director, Aviv-Clinics, Dubai

# FACTS & FIGURES 2022

## Attendees Main Interest to Participate



**2500+**  
Healthcare  
Professionals



**40+**  
Lectures



**45+**  
Expert  
Speakers



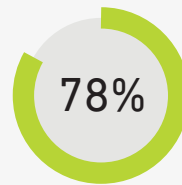
**45+**  
Poster  
Presentations



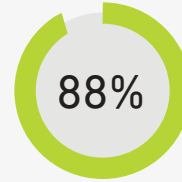
**14**  
Sessions



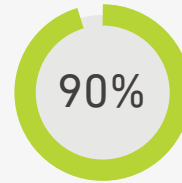
**18.5**  
DHA CME  
Hours



78%  
See all industry  
players

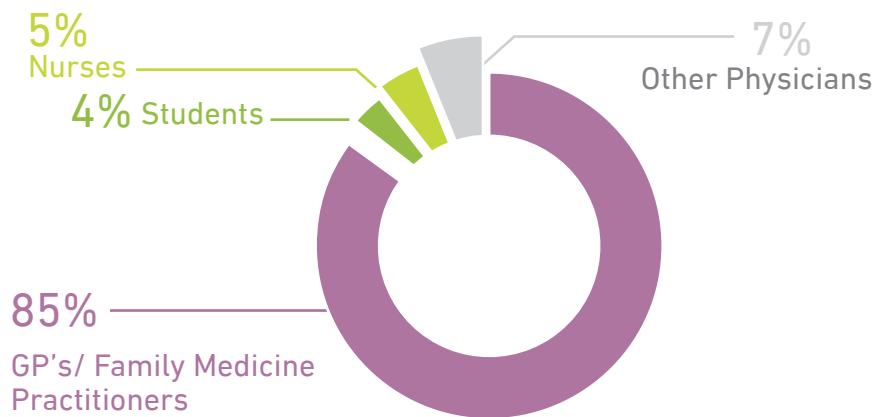


88%  
Network with industry  
peers and Exchange  
Knowledge

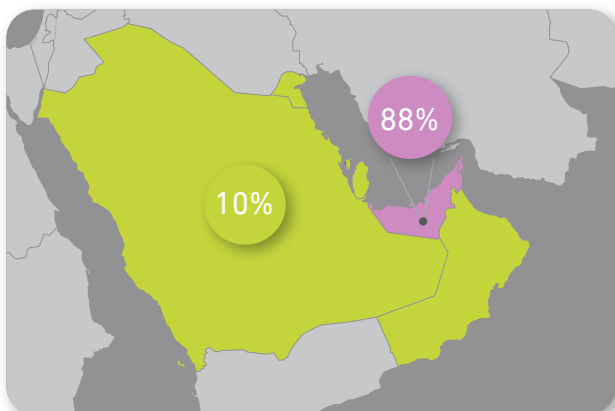


90%  
Acquire new  
scientific  
content

## Who attended IFM 2022



## Geographical Breakdown of the Conference Delegates



● United Arab Emirates  
● Rest of GCC

## Top Participating Countries at IFM 2022



Saudi Arabia



Pakistan



Iran



Russia



Egypt



Philippines



India



Netherlands



United Kingdom



Bangladesh



# IFM 2022 HIGHLIGHTS

## Key topics covered in 2022

- Value Based Healthcare
- New Trends & Challenges in Healthcare Management
- New Possibilities for Management of T2D in Primary Health Care
- Cardio Metabolic Disease
- Challenges at Primary Healthcare
- Integrating Mental Health in Primary Healthcare
- Chronic Pain Management
- The role of Family Physician on Colorectal Awareness
- Healthy Aging Vaccines
- New Insights about vaccination
- Sports Medicine & Common Injuries
- Psychological well-being: Challenges of this century

“

IFM was a great opportunity for us to introduce Mind Maze technology to the Family Medicine community who is encountering more brain health cases in their daily activity. The event counted with renown institutions and speakers, and the venue was remarkable.

Mr. Carlos Malet  
Vice President, Mind Maze, Switzerland

”



# WHY IFM?

IFM promotes the important role of family physicians and general practitioners whom we consider the frontline of the healthcare system. IFM through its conference program contributes directly to the promotion of primary care, healthcare policies and healthy lifestyle patterns which form the basis for comprehensive medical practice. It also endeavours to keep the Primary healthcare personnel abreast by introducing new technologies and trends in this fast-evolving segment.

**With rising initiatives by government, the UAE Healthcare market is witnessing an astonishing growth.**

**UAE Healthcare Sector Outlook 2023**, UAE has witnessed mergers, acquisition and strategic tie ups between healthcare stakeholders, public and private entities. Dubai's healthcare market catapulting the Middle East and North, Africa healthcare sector growth from **US \$144 billion in 2020 to \$243 billion by 2023**. **The Dubai Industrial Strategy 2030 and the Abu Dhabi vision 2030**, consider the pharmaceutical industry as one of the main sub sectors. It's predicted that **Dubai alone will require an additional 8,300 physicians and 8,800 nurses by 2025**.

**Some of the future trends for Dubai's health sector include:**

- Increased AI adoption and Metaverse in healthcare
- Personalized healthcare and precision medicine
- Growth of wearable devices and more health tracking
- Telemedicine and virtual healthcare
- Focus on mental health and wellbeing
- Incentivising health and wellbeing at the corporate level

Sources: UAE National Investor Council , UAE healthcare Sector Outlook 2023, Web Desk, Khaleej Times

## Key Topics Trending at IFM

Chronic Disease Management

Ophthalmology

Obesity and Diabetes

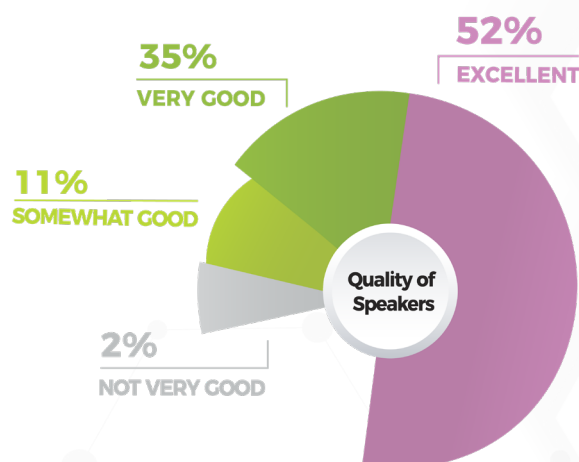
Rehab and Wearables

Women Health

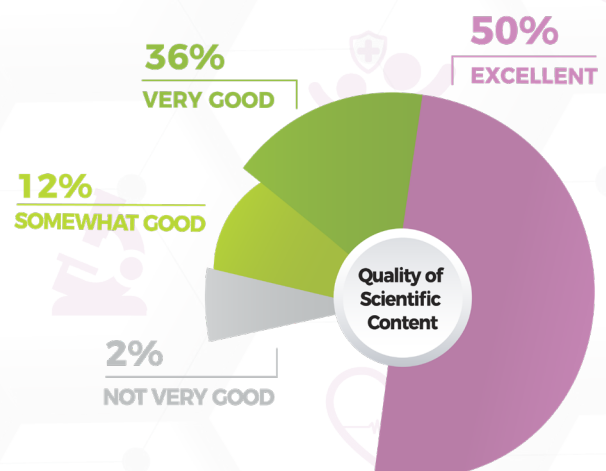
Sports Medicine

Dermatology

Mental Health



## Quality of CME Program at IFM



# IFM 2023 EXHIBITION

IFM 2023 will showcase the latest products and technologies from leading Pharmaceuticals and Healthcare companies/ sector from UAE and across GCC region. Plan your participation today at this premier gathering of Primary Healthcare Professionals.

## Who Exhibits?

Leading companies providing products and services in:

- Prevention & Screening
- Pharmaceuticals
- Women's Health
- Men's health
- Paediatric & Adolescent Health
- Alternative & Complementary Health
- AI and Telehealth
- Health Risk Assessment
- General Healthcare (Clinics, healthcare centres)
- Home Care, Home Nursing, Orthopaedic aids
- Rehabilitation / Mobility
- Community Based Residencies/Hospitals
- Urgent & Emergency Care
- Financial & Insurance Services
- Healthcare products (Nutrition & Supplements, Personal Care, Baby products, Hygiene)



## Who Visits?

- Hospitals/ Clinics / Independent practices
- Pharmacies
- Distributors
- Government Health Authority - MOH/DHA
- Trade Association
- Universities and Educational Institutions
- GP's / Family Medicine Practitioners
- Allied Health Services Professionals
- Procurement-Purchasing: Director-Manager
- CEO – Managing Director
- Sales Director-Manager
- Marketing Director-Manager





# SALIENT FEATURES OF IFM

Meet and network with over 2,500+ healthcare professionals from the region

Penetrate new territories and expand your brand regional presence.

Strengthen your brand awareness to the largest gathering of GPs and Family Physicians in the GCC.

Generate new businesses and meet with new potential partners

Be part of a unique leading business event for the Primary Care Community enabling to drive your brand throughout the region.

Involve and witness the new scientific trends and challenges in the primary healthcare segment.

Launch and showcase latest products & services at the leading Primary Healthcare Event in the region.



"Thanking the IFM 2022 organizers about the great program and preparation. It was a great opportunity to meet face to face with fellow family and primary care doctors after a couple of difficult years. The audience engagement and the energy were at their best in this meeting. Looking forward for the next."

TONY BOU-KHALIL  
MD, Medical Director, Medical Affairs,  
Pierre Fabre Middle East, Lebanon.



SPONSORS ARE SATISFIED AS IFM DELIVERS THEIR ROI EXPECTATIONS

98%

Sponsors saw increase in their Brand Awareness

67%

Clients connected New Potential Customers

92%

Clients connected New Potential Customers

85%

Attendees were GP's and Family Medicine Professionals



# MARKETING & COMMUNICATION POWER OF IFM

**12,500+**

Contacts of GP's  
Family Medicine Practioners

**6,500+**

SMS campaigns sent to key  
Decision makers in PHC Industry

**24,000+**

visitors and

**40,000**

Views for [www.ifm.ae](http://www.ifm.ae) in a year

**3,000+**

Followers on our all-major  
social media IFM Communities

**1,000+**

PHC Professionals reached  
out by our well Qualified  
Tele Marketing team

**150+**

Focused E-Marketing  
Campaigns in a year

Our PR Team developing press releases promoting the event and launching regular social media campaigns offering 360 degrees presence for IFM and its partners in regional and industry press pre- show, during event and post event coverage.





# PARTNERING WITH IFM

IFM offers an array of Partnering Opportunities for On-site and Digital Outreach which can be customized and designed to focus on achieving your business objectives.

## Main Sponsorship Packages:

- ♥ PLATINUM
- ♥ GOLD
- ♥ SILVER
- ♥ BRONZE

## Sponsorship Advertising and Marketing Opportunities

- ♥ CONFERENCE BESTSELLERS
- ♥ DIGITAL PACKAGES
- ♥ E CATALOGUE ADVERTISEMENT
- ♥ E-FLYERS AND MANY MORE

## Exhibition Booth Stands:

- ♥ RAW SPACE
- ♥ SHELL SCHEME



To get your customized Sponsorship Offers connect with our team and get your brand outreach planned.

Scan & Get Connected

For more information, contact

Niket Donde | [exhibit@ifm.ae](mailto:exhibit@ifm.ae)



# IFM PARTNERS AND SUPPORTERS

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## Healthcare Partner



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## Silver Sponsor



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## Event Sponsor



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## Supported By



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Years

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SAVE THE DATES

31 OCT - 02 NOV 2023

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