



PURELAB[★]

PURE Insights

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OUR VISION & MISSION



PURELAB⁺



Vision

To unlock tomorrow's healthcare today.



Mission

Building bridges of trust and setting new pinnacles of precision with credible results and incredible patient care.



Always DEPENDABLE



PURELIFE CONFERENCE 2023:

A PURELAB INITIATIVE

WHERE THE UAE LABORATORIES'
STARS GATHER

As dawn embraced Abu Dhabi on November 24, 2023, a unique constellation of healthcare stars gathered at the Abu Dhabi National Exhibition Centre (ADNEC), consisting of the PureLIFE cluster, orbited through PureLab's scientific and marketing gravitational field. This conference was not just a meeting of minds but an assembly of expertise and vision, marking a stellar confluence in the United Arab Emirates' universe of laboratory medicine and pathology.

Chairman



Dr. Carlo Kaabar
Conference Chairman
Medical Director,
PureLab-North
UAE

Co-Chairman Scientific Committee



Dr. Stefan Weber
Medical Director,
PureLab-South
UAE

Telescoping our PureLIFE Laboratory Cluster

Each session at the conference was an illuminating stellar in PureLab's diagnostics galaxy, illuminating paths in Laboratory Management, Clinical Diagnosis, Research and Innovation, Quality Management, and Point of Care Testing. Our renowned 17 speakers from four countries—including Bahrain, Saudi Arabia, the UAE, and the United States—sharing their insights and suggestions, akin to celestial guides, led the attendees on a voyage of discovery and insight.



The Orbit of Ideas and Collaboration

Through PureLife's gravitational pull of shared knowledge, healthcare professionals from various laboratorial sectors engaged in a dynamic exchange where panel discussions and interactive sessions sparkled like constellations, with each dialogue adding to the brilliance of this collaborative cluster. Consequently, PureLab's galactic vision has materialized in those moments with colliding ideas and experiences, creating new horizons in the UAE healthcare universe.

Embarking on an Educational Voyage

Accredited with **12.15 CME credit** hours from the Department of Health Abu Dhabi (DOH), the PureLIFE conference was not just a gathering but an educational medical odyssey. This endorsement is reflecting PureLab's commitment and positioning it as a guiding star for healthcare professionals on their diagnostic journey, supporting them through continuous learning and professional development, and lighting up new pathways in UAE laboratory medicine.

17 Exhibitors' Feedback

98%

of the exhibitors described the overall quality of the event as **excellent**

95%

of the exhibitors said the event was an **effective marketing tool** for their company

93%

of the exhibitors said the event was a **unique platform** to do business within the healthcare sector

97%

of the exhibitors said the quality of business visitors was **excellent**

94%

of the exhibitors **booked their stands** for next year

Delegates' Feedback

94%

of the delegates said that the subjects covered within the agenda were **excellent**

96%

of the delegates said that they would **attend** the congress **again** in 2024

97%

of the delegates attended to **earn CME hours** to renew their professional licenses

93%

of the delegates rated the speakers as excellent and **engaging**

95%

of the delegates attended the conference to learn about the latest research, developments, & advancements in the **fields of pathology and laboratory medicine**

Delegates Participation by Country

617

Total Attendees

12.15

CME Accreditation

02

Days

16

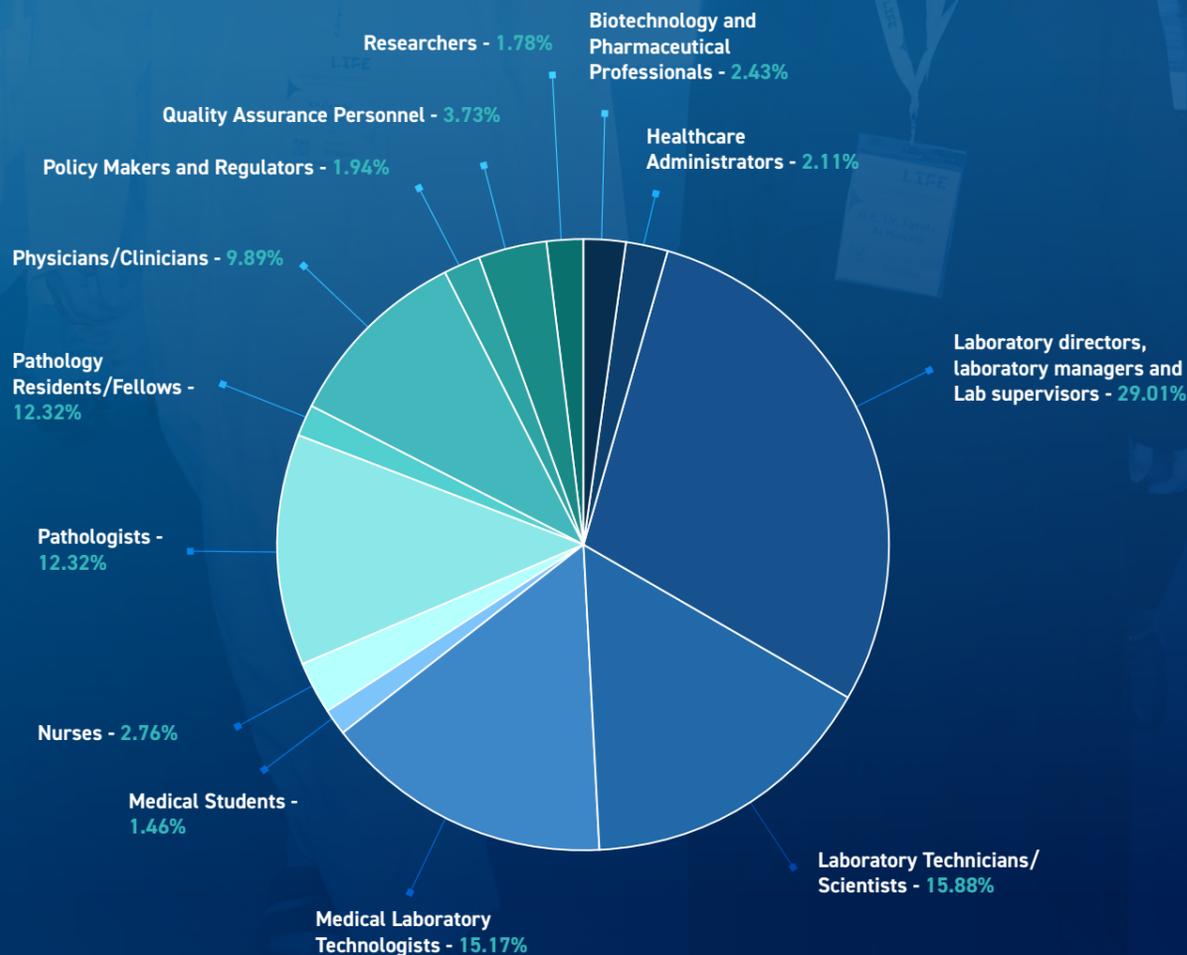
Lectures

14

Posters

2 Egypt
1 Russia
2 Switzerland
612 UAE

Delegates by Specialty



Delegates' Testimonials

"It was an academically enlightening event, very well-organized, and covered a spectrum of topics relevant to laboratory medicine."

Dr. Aarti Vibhakar

Specialist Pathologist, UAE



"It was a great initiative, and I am happy that such an innovative and important conference was conducted and organized in Abu Dhabi, making it easier on Abu Dhabi residents to attend."

Ms. Hala Issa

Clinical Instructor, Higher Colleges of Technology, UAE

"It was an extremely well-put-together event that provided us with current and up-to-date themes."

Ms. Degan Abdisalam

Microbiology Scientist, G42, UAE

"It was a great experience as the conference was well organized with many interesting sessions."

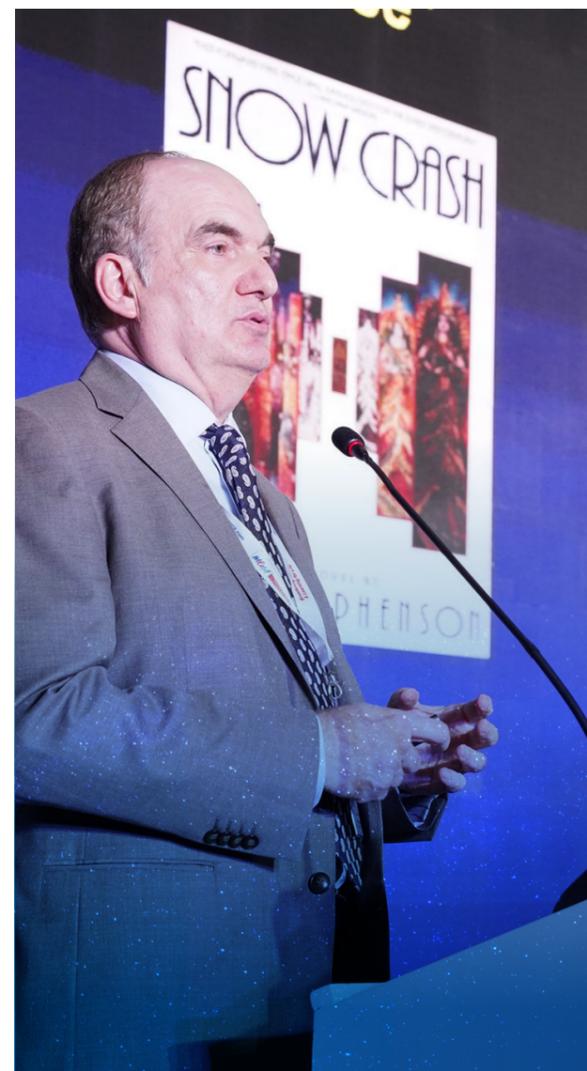
Dr. Lama Musallam

Faculty of Hematology and Blood Banking - Med Lab Sciences - Higher Colleges of Technology, UAE

"Thank you. It was informative and insightful for the future of laboratory medicine."

Dr. Rania Herdan

Consultant Anatomic Pathology, PHD, Abu Dhabi, UAE



"It was a very useful event with very interesting lectures and visual aids. Enjoyed and learned a lot of new applications."

Dr. Mrudula Sadanandan

Laboratory Director, Czech Rehabilitation Hospital, Al Ain, UAE

"This conference was an exceptional gathering of dedicated professionals and experts in the field of pathology and laboratory medicine, which created an inspiring platform where knowledge, innovation, and collaboration were covered."

Mrs. Maisa Ibrahim Dababneh

Senior Med Tech- SKMC, UAE



"Though the conference was organized for the first time by PureLab, it was well organized and all the speakers were excellent. There was adequate coverage of the main topics in the field of lab medicine. The hospitality and arrangement of food were also great. Thank you, PureLab, for all the efforts."

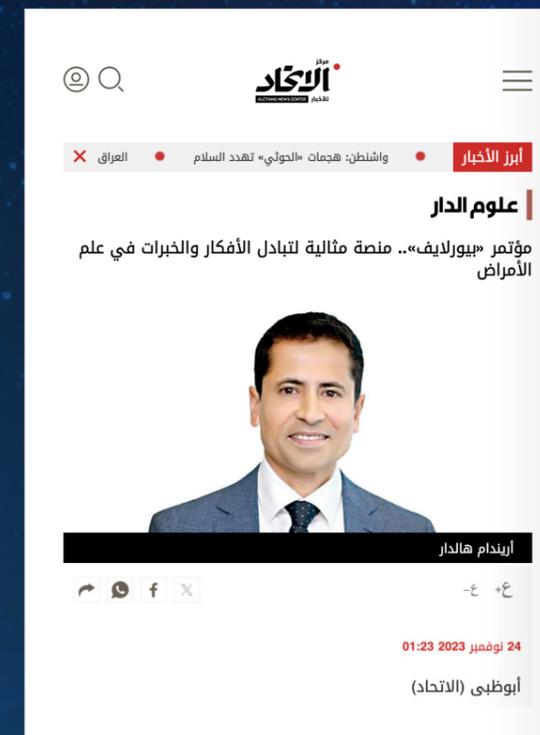
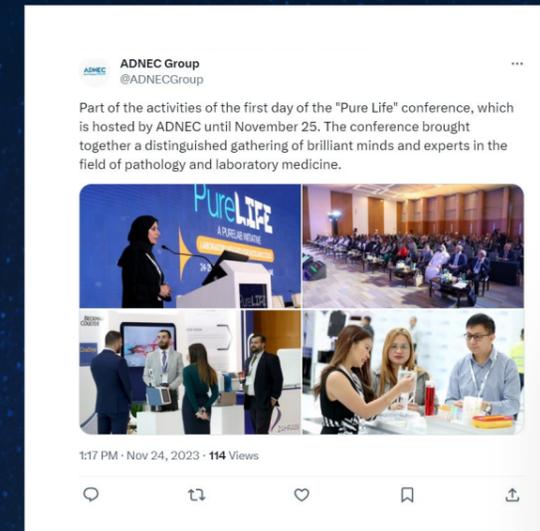
Dr. Mallikarjuna Swamy

Laboratory Director, UAE



The Legacy of a Star-Studded Event

As the PureLIFE Conference concluded, it was evident that this was not merely the end of an event but the beginning of a new era in healthcare. Much like a radiant constellation in PureLab's galaxy, it left a lasting impact, making each attendee an integral part of PureLab's expansive galaxy, arming them with new knowledge, and inspiring them to explore new frontiers in laboratory medicine to shine brightly in their respective fields.



Home > Business News > Purelab Launches PureLIFE Conference to Enrich the Pathology and Laboratory Medicine Field...

Purelab Launches PureLIFE Conference to Enrich the Pathology and Laboratory Medicine Field in the UAE

November 23, 2023

Accredited by the Department of Health – Abu Dhabi (DoH), the conference is set to bring together global healthcare specialists.

– The conference will be inaugurated by H.E. Dr. Farida Al Hosani, Executive Director of Communicable Diseases at Abu Dhabi Public Health Center.

Abu Dhabi, UAE: Purelab, a subsidiary of PureHealth, the largest healthcare platform in the Middle East, and operator of the largest network of over 160 laboratories in the region, is set to launch PureLIFE – Laboratory Insights for Excellence 2023 conference. The event will be Purelab's first in-person accredited Continuing Medical Education (CME) conference, serving as a platform for healthcare professionals to engage with renowned specialists, and explore the latest innovations in the sector. PureLIFE will be held at Abu Dhabi National Exhibition Centre from 24-25 November 2023.

Accredited by the Department of Health – Abu Dhabi (DoH), the conference will host a number of panel discussions featuring esteemed keynote speakers including H.E. Dr. Farida Al Hosani, Executive Director of Communicable Diseases at Abu Dhabi Public Health Center, who will provide her insights on the role of laboratories in advancing public health.

Dr. Ali Al Obaidli, Chief Medical Officer of SEHA Kidney Care and Chairman of the National Organ Donation and Transplantation Committee, will take part in a panel discussion titled *Excellence in Research and Innovation*, exploring the key milestones in organ donation and transplantation across the region.

The conference will create an enriching platform for the exchange of ideas, experiences, and the latest advancements in the field of pathology. Featuring esteemed speakers, renowned for their expertise and contributions, the conference will foster discussions and challenge attendees to think beyond the boundaries of conventional practices in the field.



**PIONEERING
EXCELLENCE IN THE
UAE'S LABORATORY
LANDSCAPE**

The 7th International Symposium on Food Intolerance & Digestive Health

During the 7th International Symposium on Food Intolerance & Digestive Health, which occurred on October 11, PureLab was the focal point of attention. The company actively participated and contributed to the discussion on the newest industry developments. This collaboration demonstrates PureLab's ongoing pursuit of knowledge and leadership in the laboratory industry. The symposium

PureLab was the **focal point** of attention.

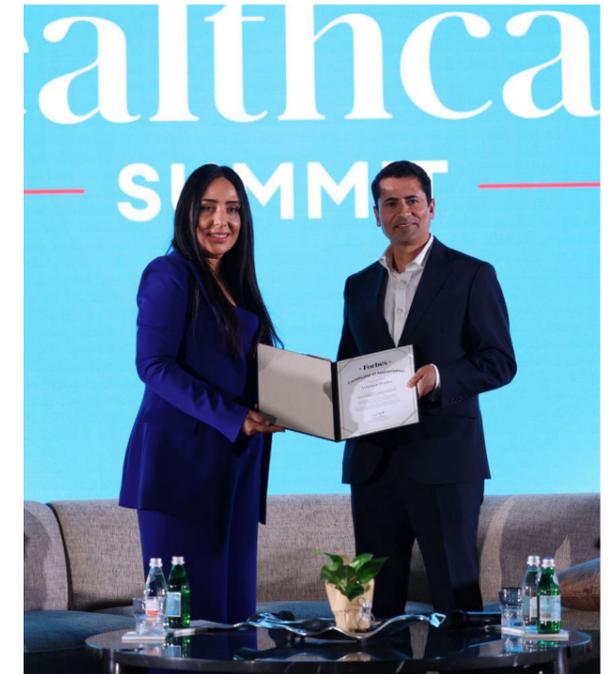


500 Healthcare Professionals Attended

gathered a varied mix of over 500 professionals and healthcare providers, giving PureLab an excellent chance to connect with clients, which created an opportunity to engage and generate high-quality leads for partnership and service inquiries, demonstrating the company's dynamic presence and renowned competence in the field.

The Forbes Middle East Healthcare Summit 2023

In the esteemed Forbes Middle East Healthcare Summit 2023, PureLab emerged as a frontrunner in the transformative realm of healthcare, with our CEO taking an influential role on the panel titled "Unleashing the Power of Advanced Diagnostics and Clinical Sciences." This discussion crystallized the pivotal impact of artificial intelligence in revolutionizing early disease detection and personalized treatment, aligning perfectly with PureLab's mission. Our CEO's insights on these groundbreaking technologies highlighted PureLab's commitment to precision medicine and showcased our unwavering dedication to enhancing diagnostic accuracy for superior healthcare outcomes. PureLab's participation underscored not only our expertise but also our drive to lead the industry towards a more insightful and patient-centric future, marking a significant milestone in our ongoing journey of innovation and leadership.



The 2nd Elets Global Healthcare Summit and Awards



At the 2nd Elets Global Healthcare Summit and Awards, PureLab's role was prominently featured, underscoring the company's commitment to pioneering new-age diagnostics. Mr. Arindam, representing PureLab, adeptly conveyed the pivotal role new-age advanced diagnostics play in reinforcing the UAE's explosive growth status as a global healthcare leader, demonstrating its alignment with the nation's vision for a future of transformative, proactive, and personalized medical care.



**PURELAB NORTH
& SOUTH:**

Q4-MAJOR ACTIVITIES AND
KEY HIGHLIGHTS

PureLab South

Abu Dhabi Region

- The relocation of the SKMC Serology Lab to the AHS Abu Dhabi Lab will improve operational efficiency.
- SKMC worked with Bioscientia via their portal to send tests that were not available in-house.
- SKMC successfully validated the Mumps IgM Kit, which was one of the highest send-out tests. Bringing it in-house will improve the TAT and increase client satisfaction.
- Completing the AHS-AD visa screening lab renovation project, which will improve financial and operational efficiency.
- RH-CH: DOH Ranking Audit Success.
- In the SKMC Immunology and HLA laboratories, virtual cross-matching orders have been built in Cerner.
- 14 PureLab's Laboratories had their SEHA and POCT audits completed.

Al Dhafra Region

- Successful External ISO 15189: 2012 Audit in Liwa and Madinat Zayed Hospital Laboratories.
- Successful DOH Ranking Audit in Delma Hospital Laboratory
- Bi-annual verification for 8 machines in Sila Hospital's Laboratory.

Al Ain Region

- The introduction of the HbA1C test for the new walk-through diabetes outpatient clinic, which reduces TAT.
- DOH Ranking Audit Completion.
- A collaboration between SEHA and SANOFI for genetic testing at Tawam Hospital Lab.




Labs of the Quarter

won by **SKMC, AHS AD Laboratory, Madinat Zayed Hospital Laboratory, and Marfa Hospital Laboratory**



ASCPi International Certification

awarded to **Ms. Dhuha Abdrahim and Ms. Eman Elimam Diab Elnoor**



JCIA Reaccreditation

for **Delma Hospital**, accompanied by positive feedback

PureLab North

Ajman PHC

- Supported the **Emirati Genome Project** at Ajman PHC for a total of **56** participants.
- Provided phlebotomy services for school health for a total of 3 students.

Umm al-Quwain PHC

- Supported the **Emirati Genome Project** at UAQ PHC for a total of **77** participants.
- UAQ PHCs have JCI accreditation.

Ras Al Khaima PHC

- Supported the **Emirati Genome Project** at RAK PHC for a total of **844** participants.
- Provided phlebotomy services for 21 home care patients.
- Provided phlebotomy services for 233 premarital.
- Provided phlebotomy services for 185 students.

Dubai PHC

- Supported the **Emirati Genome Project** at Dubai PHC for a total of **452** participants.
- Provided phlebotomy services for school health. Total: 15 students.

Fujairah PHC

- 14 PHCs achieved JCI reaccreditation.
- Supported the **Emirati Genome Project** for **1597** participants.
- Provided phlebotomy services for 3340 premarital patients.
- Providing phlebotomy services for seven home care patients.
- Provided phlebotomy services for 30 university students.

Sharjah PHC

- 13 PHCs received JCI Accreditation.
- Supported **Emirati Genome Project** in 13 PHCs (phlebotomy service provided for **834** participants).
- 39 medical check-ups have been done for university students



Safety Champion 2023

awarded to **Lijihis (Lab Supervisor)** in recognition of reporting workplace variances and contributing to the improvement of the hospital's safety culture on World Patient Safety Day.

Other Major Activities

- Ibrahim Bin Hamad Obaidullah Lab** passed the ISO-15189 (EIAC) audit.
- The RP500 analyzer has been successfully integrated into the NICU Ward by the **Abdullah bin Omran Lab** team.
- The Blood Ketone POCT Test was introduced by **Khorfakkan Lab**.

- Al Amal Lab:**
 - The Glucometer LIS integration process has been successfully completed.
- Without any NC, **Al Qassimi Women and Children Lab** successfully completed the JCI mock inspection in October 2023.





**PURELAB'S
SCIENTIFIC
ADVENTURES**

Throughout 2023, especially in the fourth quarter, PureLab's scientific team has not only advanced the frontiers of medical science but also fostered collaborative excellence, reflecting PureLab's dedication to enhancing healthcare through research, education, and collaboration. Each publication, presentation, and webinar represent our commitment to advancing medical knowledge and

improving patient care. So, let's delve into some of these remarkable achievements and milestones as they symbolize our collective pursuit of scientific excellence and our role as always-dependable leaders in healthcare innovation.

Research, Publications, and Speaking Engagements: A Snapshot

Innovative Genetic Research

- I. **Title:** "Comprehensive actionable genetic alterations of non-small cell lung cancer: an experience from a tertiary hospital in the UAE"
- II. **Granted IRB Approval:** from MOHAP (SKSH)

Trailblazing Clinical Research

- I. **Title:** "Therapeutic Plasma Exchange for Hepatitis E Virus: Inducing Acute Liver Failure and Acute Kidney Injury"
- II. **Recognition:** Innovator in clinical research at Health Innovators Day by EHS

Diverse Co-Publications

- I. **Title 1:** "Extreme resistance to the novel siderophore-cephalosporin cefiderocol in an extensively drug-resistant *Klebsiella pneumoniae* strain causing fatal pneumonia with sepsis: genomic analysis and synergistic combinations for resistance reversal."
 - **Authors:** Land Daoud, Mushal Allam, Timothy Collyns, Akela Ghazawi, Aqeel Saleem & Farah Al-Marzooq
 - **Our Entity:** TAWAM
 - **Journal:** European Journal of Clinical Microbiology and Infectious Diseases
- II. **Title 2:** "A case of coexisting sarcoidosis and tuberculosis: A diagnostic dilemma."
 - **Co-Author:** Gangaiah Komala
 - **Our entity:** Al Qassimi
 - **Journal:** PubMed
- III. **Title 3:** "Rare case of primary pleural spindle cell sarcoma in a young patient"
 - **Co-Author:** Dr. Desh
 - **Entity:** AQH
 - **Journal:** Bengal Physician Journal-BPJ
- IV. **Title 4:** "Dermoid cyst presenting as a submental swelling, causing diagnostic confusion"
 - **Co-Author:** Dr. Desh
 - **Entity:** Al Qassimi
 - **Journal:** Journal of Case Reports and Images in Otolaryngology

Renowned Article Contributions

- **Author:** Dr. Shroque
- **Entity:** AQH
- **Journal:** Royal College of Pathologists bulletin

International Recognition

- I. **Abstract:** "A novel mutation in *ITGB2* in Pakistani families causes Leukocyte Adhesion Deficiency Type I"
 - **Event:** Poster presentation at the 2023 American Society of Human Genetics Annual Meeting, Washington, DC
 - **Entity:** AQH Molecular
- II. **A Study:** demonstrating automated antibody titration has been accepted for presentation.
 - **Event:** Cape Town by ISBT
 - **Entity:** blood bank

Lectures and Participation



Leading Seminars and Workshops:

- a. The 3rd Annual Conference of the Emirati Society of Clinical Microbiologists
- b. The UAE-UK One Health AMR Consortium.

Prominent Roles in Medical Conferences:

Active involvement as chairs and speakers at MEDLAB UAE and MEDLAB Asia.

PureLab Webinars 2023: A Beacon of Knowledge

PureLab has led a series of webinars covering a diverse range of 27 topics, from the intricacies of the Colorectal Tumor Microenvironment to the challenges of Cold Agglutinin Effects. These webinars have attracted a total attendance of 2069, encompassing both laboratory personnel and clinicians, offering accreditation with a total of 18.0 CME points.



After we concluded the last 2023 quarter, we look forward to continuing this journey of discovery, collaboration, and impact. Stay tuned for more updates on our ongoing projects and initiatives that keep PureLab at the forefront of healthcare advancements.





**HONORING
PURELAB PIONEERS:
THE SPECTACULAR EMIRATI
WOMEN'S AWARDS**

PUREHEALTH⁺

Remarkable

In an evening that sparkled with the spirit of excellence and empowerment, we at PureLab proudly celebrated with PureHealth the Remarkable Emirati Women Awards on October 18, 2023, at the St. Regis on Saadiyat Island, Abu Dhabi. This prestigious ceremony was not just an event but a showcase of the extraordinary contributions and achievements of Emirati women within the PureHealth family.

From over 600+ nominations, a panel of esteemed judges undertook the arduous task of selecting 17 winners across six categories. Among these trailblazers, two PureLab honorees demonstrated unrivaled devotion to the laboratory sector, a commitment to quality, and the tremendous influence they have had inside PureLab and the broader healthcare community.

The aforementioned PureLab winners are deserving of our congratulations and honor:

**PATIENT CARE
EXCELLENCE AWARD:**



Samia Al Balooshi,
who, as the Head of
PMDs, PHCs, and MOPA
General Laboratory at
PureLab, has set unique
standards in patient
care and service.

**TRANSFORMATION
EXCELLENCE AWARD:**

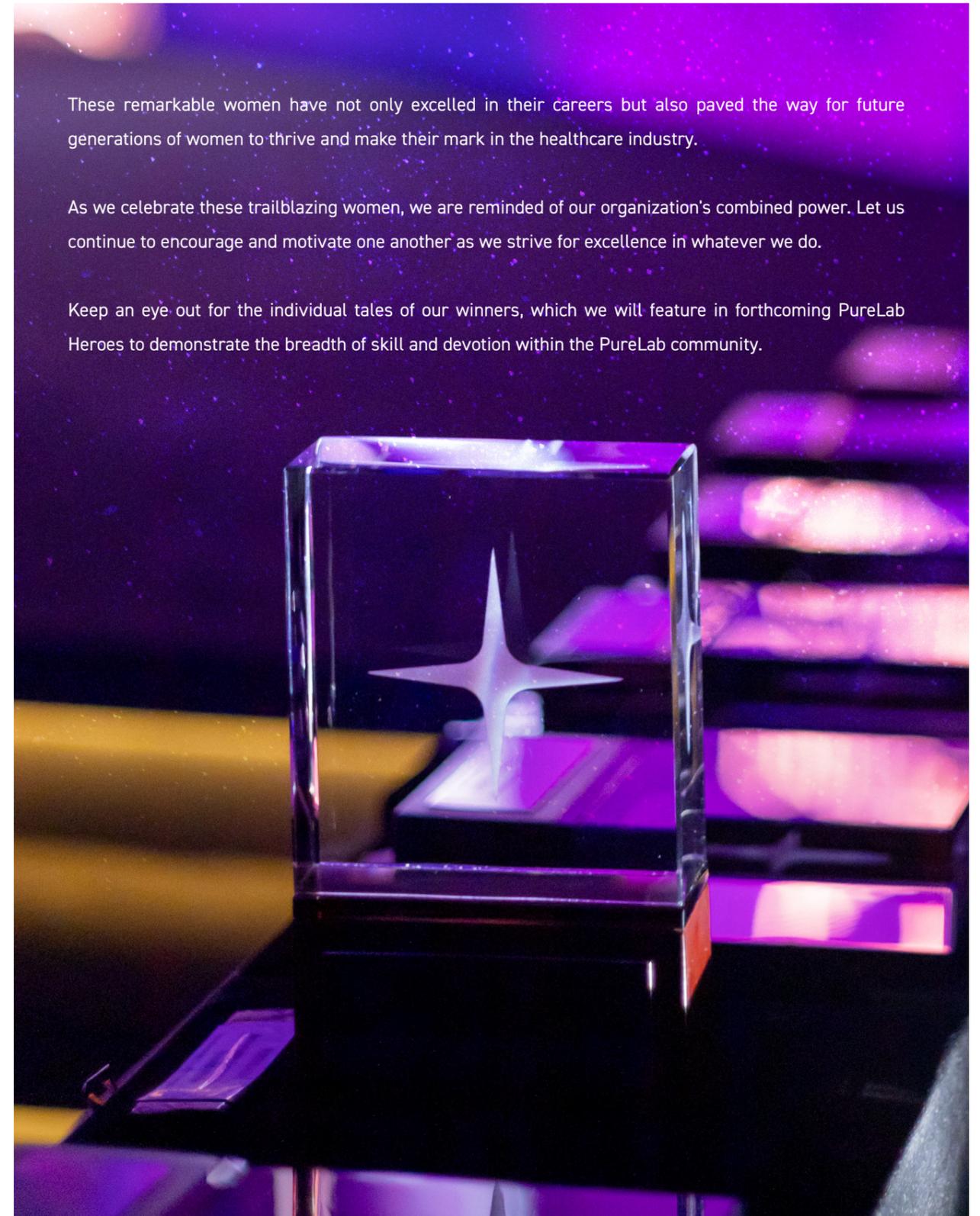


**Dr. Rawya Salem
Obaid Al Dhaheri,**
whose role as
Operations Director
- South at PureLab
has been pivotal in
steering transformative
healthcare initiatives.

These remarkable women have not only excelled in their careers but also paved the way for future generations of women to thrive and make their mark in the healthcare industry.

As we celebrate these trailblazing women, we are reminded of our organization's combined power. Let us continue to encourage and motivate one another as we strive for excellence in whatever we do.

Keep an eye out for the individual tales of our winners, which we will feature in forthcoming PureLab Heroes to demonstrate the breadth of skill and devotion within the PureLab community.





**PURELAB'S
TRAILBLAZERS IMPACT:
UNLEASHING POTENTIAL,
CELEBRATING INNOVATION**

At the heart of PureLab lies a spirit of innovation, which found its expression in the Trailblazers Impact competition, a PureHealth initiative designed to harness the collective imagination and entrepreneurial spirit of our employees.

The competition invited all full-time PureHealth staff to contribute ideas that could leave a lasting, positive impact on humanity, spanning categories from community engagement to sustainability.

In the spirit of pioneering excellence, PureLab takes immense pride for having the winner of the esteemed Trailblazers Impact competition. **Salih Salih Hagar**, a visionary PureLab senior medical lab technologist from SKMC AUH Hospital Laboratory, has exemplified what it means to be an innovator within our ranks, whose 'QR Code on Children's Uniforms' idea won him the first prize.

With an entrepreneurial spirit that aligns with PureLab's core values, Salih has showcased the power of imagination to effect positive change, since his concept stood out for its potential to transform the course of pediatric emergency healthcare, embodying the very essence of what the Trailblazers Impact competition stands for.



The competition culminated in a grand spectacle at the Louvre, Abu Dhabi, on September 27, 2023. This event not only showcased the finalists' ideas but also celebrated the participants' dedication to making a difference through innovation.

In addition to the main competition, the Trailblazers Impact event included a lucky draw, rewarding the ingenuity of our PureLab team members:



1st Prize – TV

Muhammed Saeed
Laboratory Supervisor,
Fujairah Hospital Laboratory



2nd Prize – 1000 AED Voucher

Muhammad Raqiz
Laboratory Technologist,
Madinat Zayed Hospital
Laboratory



3rd Prize – 500 AED Voucher

Magdi Abdel Aziz Ibraheem
Laboratory Technologist,
Delma Hospital Laboratory

These individuals reflect the innovation and dedication thriving within PureLab, and we congratulate them for their remarkable achievements. Their ideas have not only earned them prizes but have also set a benchmark for what we, as a community, can aspire to achieve.

As we close the book on 2023's competitions, we look forward with anticipation to the next chapter of innovation at PureLab.

Stay tuned for more competitions' highlights throughout 2024, and let's continue to inspire and be inspired as we journey together on this trailblazing quest for excellence.







**PURELAB'S QUEST FOR
EXCELLENCE**

A SNAPSHOT OF
LEARNING TRIUMPHS

In a recent surge of professional development, PureLab has charted new territories of growth and expertise. Over the past quarter, our learning and development programs have reached **539** participants across six transformative topics, demonstrating our relentless pursuit of excellence.

Our training expeditions, from leadership to project management, have been tailored to meet the diverse

needs of our team. We've embraced a blended approach to learning, with face-to-face sessions providing personalized engagement and virtual formats offering expansive accessibility. Notably, our 'Performance-Driven Culture' initiative captivated **281** virtual participants, highlighting our adaptive strategy for fostering a culture of continuous improvement.

LEARNING AND DEVELOPMENT DATA FOR Q4

TOPICS	PARTICIPANTS	MODE
TOTAL PARTICIPANTS 539		
TOTAL TOPICS 10		
LICENSE TO LEAD	21	FACE-TO-FACE
LICENSE TO LEAD	26	FACE-TO-FACE
PROJECT MANAGEMENT	23	FACE-TO-FACE
PERFORMANCE DRIVEN CULTURE	27	FACE-TO-FACE
PERFORMANCE DRIVEN CULTURE	36	FACE-TO-FACE
PERFORMANCE DRIVEN CULTURE	157	VIRTUAL
PERFORMANCE DRIVEN CULTURE	124	VIRTUAL
STRATEGIC PLANNING SOUTH	38	FACE-TO-FACE
FINANCE FOR NON FINANCE	22	FACE-TO-FACE
PROJECT CHARTER	65	VIRTUAL

This concentrated burst of learning initiative reflects PureLab's dedication to nurturing talent. Each session is a building block in constructing a robust foundation of knowledge and skills essential for the professional advancement of our team. As we continue to navigate the evolving landscape of healthcare, PureLab remains committed to investing in the most valuable asset we have, "our people."

As we close this chapter of our learning journey, we look forward to the new heights our team will reach in the coming months, armed with the insights and experiences gained from these sessions.



PURELAB

With the turn of the final page in this latest edition of our PureLab narrative, we pause to appreciate the vibrant tapestry we've woven together — rich with the threads of ingenuity, solidarity, and progress. Let's cherish these shared tales that spur us on, not just as chapters of achievement but as the very essence of our communal spirit. Despite saying farewell to 2023, we continue to carry the ember of inspiration into the everyday of 2024, letting it guide us until our stories converge once more. Here's to the unwritten chapters that await us and to the relentless pursuit of discovery and excellence that is the **heartbeat** of PureLab.

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