

32.1% in Kuwait living with obesity — WHO

Novo Nordisk launches Saxenda® – a new breakthrough in obesity management

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KUWAIT CITY, April 4: Novo Nordisk launched Saxenda® (liraglutide 3 mg), the first once-daily glucagon-like peptide-1 receptor agonist for chronic weight management in Kuwait on Wednesday at the Sheraton Hotel. The event was attended by Novo Nordisk executives, Denmark Ambassador to Kuwait Ole Emil Moesby, health professionals and members of the local media.

The new breakthrough in obesity management, treated alongside a healthy diet and continued exercise, the new entrant has proven greater improvements in weight loss, including certain cardio-metabolic risk factors and severity of sleep apnoea.

Ambassador Moesby lauded this new breakthrough from Novo Nordisk as he highlighted the strong bilateral ties of Denmark and Kuwait in the medical field as he takes pride in the launch of Saxenda®.

Novo Nordisk is a global healthcare company with more than 90 years of innovation and leadership in diabetes care. This heritage has given the company experience and capabilities that also enable it to help people defeat other serious chronic conditions: haemophilia, growth disorders and obesity. Headquartered in Denmark, Novo Nordisk employs approximately 42,000 people in 77 countries and markets its products in more than 165 countries.

Obesity is a disease that requires long-term management. It is associated with many serious health consequences and decreased life-expectancy. Obesity-related comorbidities



Group photo of participants and speakers

include type 2 diabetes, heart disease, obstructive sleep apnoea (OSA) and certain types of cancer. It is a complex and multi-factorial disease that is influenced by genetic, physiological, environmental and psychological factors.

Based on the World Health Organization data, around 72.7% of adults in Kuwait are currently overweight, 32.1% are living with obesity. Many of these people suffer from weight-related comorbidities such as type 2 diabetes and high blood pressure, along with emotional distress and anxiety often associated with this disease.

"In the light of the economic, social and behavioral shifts that are taking place in our communities and which has been overshadowed by the negative effects on their health that contributed in spreading various chronic diseases such as diabetes and cardiovascular disease," stated Dr Maryam Al-Dwairji, MD, PhD, Specialist in Clinical Nutrition at the Ministry of Health during the launch.

She pointed out that these diseases can be prevented through proper nutrition and a healthy lifestyle.

"Our aim is to provide the best possible healthcare to the general public across the country and to emphasize the important of medical and surgical interventions in obesity management in the line with healthy lifestyle," she added.

Obesity represents a serious public health issue in Kuwait as identified by leading international health organizations like WHO, AACE & AMA as a chronic disease requiring long-term management.

"Unfortunately very few people with obesity receive weight counseling. Current options available to obese or overweight patients with co-morbidity are limited or include invasive alternatives. Simultaneously, obesity poses a significant burden on the country's finances, whereby WHO estimates that 0.7% – 2.8% of a country's total healthcare expenditure is spent on obesity-related illness.

Saxenda®, coupled with a stringent diet and physical activities, is possibly the start to help patients achieve clinically meaningful weight loss," cited Dr. Khalil Alshowaiekr, MRCP, Obesity and weight disorders specialist, Adan Hospital.

Saxenda® provides a simple and effective treatment that is administered once daily via a subcutaneous injection to increase the feeling of satiety and reduce hunger, thereby decreasing food intake. The clinical trial programs were overwhelmingly positive as Saxenda® achieved superior weight loss results wherein one out of four patients treated with Saxenda® lost more than 10% of their body weight and sustained it. Additionally, tests provided significant reductions in blood pressure, lipids, delay in the onset of type 2 diabetes and improvement in sleep apnoea.

Saxenda® was evaluated in the SCALE™ (Satiety and Clinical Adiposity/Liraglutide Evidence in Nondiabetic and Diabetic individuals phase 3



Left to right: Dr Maryam Al-Dwairji, Danish Ambassador Ole Emil Moesby, Dr Khalil Alshowaiekr and Dr Akin Aksekili during the Saxenda launch.

clinical programme, which involved more than 5,000 people who have obesity or who are overweight with weight-related comorbidities. Trial data showed that Saxenda®, in combination with a reduced-calorie diet and increased physical activity, resulted in significantly greater weight loss in some patients than a reduced-calorie diet and physical activity alone.

"Following the earlier launches of Saxenda® in the region, Novo Nordisk is pleased to offer a new treatment option in Kuwait that can help many anxious people achieve clinically meaningful weight loss and avoid obesity-related comorbidities. We have established a 10 year long-term ambition to pursue leadership in the anti-obesity medication market which includes improvement and raising awareness of the unmet needs in obesity care as well as a pipeline of other, innovative therapeutic options. There are several clinical barriers to proper treatment such as broken communication with health care providers,

lack of knowledge among practitioners, limited success of medical options and insufficient reimbursements. With the right mix of experience, expertise and delivery of intelligent treatment options, we are determined to collaborate with Kuwait's obesity community, government and other relevant entities in tackling a nationwide epidemic," said Dr Akin Aksekili, General Manager Novo Nordisk Gulf Emerging Markets.

Dr Aksekili stressed that it is important for people living with obesity to work closely with their physicians to develop sustainable strategies for chronic weight management. "When assessing treatment options, a person's readiness to lose weight should be considered along with their cardiovascular disease profile, dietary habits and concomitant diseases," he concluded.

Saxenda will be available in private pharmacies in April. It is registered but not yet available in the Ministry of Health pharmacies until now.

Bid to raise awareness on the basics of CPR

Taiba Hospital ends Heartsaver Month activities

KUWAIT CITY, April 4: Taiba Hospital, Kuwait's leading private healthcare provider, concluded a number of activities in observance of Heartsaver Month, an annual campaign declared by the American Heart Association (AHA) to be throughout the month of

March. Utilizing its AHA-accredited Training and Education Center, Taiba Hospital held activities serving various segments of society to educate them on the basics of CPR.

Underscoring its commitment to its social responsibility, Taiba Hospital

held special CPR training sessions to the teaching and administrative staff of Dasman Bilingual School, ensuring that they are knowledgeable on dealing with emergency situations. The hospital also organized a special training session for students of the Public Authority for Applied Education and Training's Nursing Institute, which was attended by 30 students.

Commenting on this initiative, Taiba Hospital's Chief Executive Officer Fadhil Al-Fadala emphasized the hospital's dedication to aligning its activities with international awareness campaigns, especially ones that are endorsed by reputable organizations such as the American Heart Association. He noted, "We are happy to participate in this worldwide campaign to educate members of the public on the basics of CPR.

We at Taiba Hospital are keen on utilizing our expertise and facilities to raise public health awareness, and we are proud to join hands with esteemed entities such as the Public Authority for Applied Education and Dasman Bilingual School. We look forward for more opportunities to raise public health awareness, as this is reflective of Taiba's core values of care, communication and collaboration."

In addition to providing training courses, Taiba Hospital designated a booth at the hospital lobby where representatives of the Training and Development Unit were able to interact directly with visitors to educate them about this international campaign. Over the course of three days, they delivered comprehensive presentations to visitors on the difference between Hand-Only CPR, and the more inclusive Heartsaver CPR method that includes rescue breaths. These methods are essential to provide immediate intervention while waiting for medical assistance to help victims in different scenarios such as cardiac arrests, heart attacks and drowning.

Stemming from its deep-rooted values of investing in all its human resources, Taiba Hospital also held several training sessions to non-medical staff, to educate them on the basics of CPR and ensure that they are well-equipped to deal with emergencies.

Taiba Hospital is currently in the final phase of its expansion plans, which double the hospital's capacity to more than 110 beds. The renovated building also includes modern facilities, and is equipped with two MRI suites, an advanced CT Scan suite, 5 state-of-the-art operating theaters, and one Hybrid OT.



Fadala



Photos from the event



Photo from the event

Latest, advanced products put on show

ALSAYER Medical sponsors 2nd Kuwait Int'l Physiotherapy Confab

KUWAIT CITY, April 4: ALSAYER Medical Company, a subsidiary of ALSAYER Holding has sponsored the 2nd Kuwait International Physiotherapy Conference "Physiotherapy towards 2020" under the patronage of HE Minister of Health, Dr Basil Homoud Al Sabah.

The conference was an opportunity to learn about the latest medical devices and equipment in physiotherapy field, in addition to provide training services and development for doctors by learning about the latest technologies and updates in physiotherapy field. Lectures were given by a large number of specialists from Kuwait, Arab countries, Europe, US, Canada and UK.

On this occasion, Dr Hossam Afifi, General Manager of ALSAYER Medical said: "Our congratulations to HE Minister of Health, Dr Basil Homoud Al Sabah and Dr Abdullah Zaman, Head of Conference and Director of Physiotherapy Services Management at Ministry of Health, for the success of this conference

which contribute to the development of physiotherapy services in Kuwait and provide the opportunity for the specialists to exchange the expertise and learn more about the latest in this field."

ALSAYER Medical Company as the main sponsor displayed the largest booth at the exhibition in the conference and attracted large number of visitors with display of its wide range of the latest and most advanced physiotherapy products from globally renowned medical companies.

"Our participation in such important conferences is part of our commitment to provide integrated medical solution, through our partnership with leading global companies. Such commitment was apparent at our booth where we allocated an area for workshops for our doctor visitors to try and experiment the latest devices and products displayed under the supervision of a specialized global team by our clients," added Dr Afifi.



Photo from the event

Platform to keep abreast of latest advances in artificial intelligence

AUM upgrades Robotics Research Center

KUWAIT CITY, April 4: The American University of the Middle East (AUM) recently upgraded its Robotics Research Center with world-class facilities and equipment to keep abreast of latest advances in technology and science.

The AUM Robotics Research center consists of five main areas: a Fabrication Lab, Motion Capture and Aerial Lab, Humanoid Research Lab, Robotics Club Workshop, and an Arena.

The center aims to enhance student interest in artificial intelligence and robotics, and contributes to advance robotic systems, underlying technology components, and robotics applications through research and educational programs that are interdisciplinary in nature and based on a systems approach.

The center serves as a support platform for AUM students that helps increase further their skills and competitiveness in local and international events where they won first places in past years in different competitions such as: Microsoft's Imagine Cup in Kuwait 2015, RobotChallenge in China 2017 organized yearly by INNO in collaboration with the Austrian Federal Ministry of Science and Economy (BMWF). The RobotChallenge saw 1976 competitors from 212 educational institutions including prestigious universities from 26 countries around the world such as Austria, China, Mexico, Japan, Russia, Korea and Poland, participated in the competition. Moreover, AUM students took over the IEEE GCC Robot Competition SYP in Bahrain 2017, winning first place over participants from different GCC universities. AUM students also racked up several wins in Robot Challenges held in Kuwait, proving a high level of skills and creative ideas over



Photo from the event



Photos from the event

students from both public and private local universities.

Additionally, The Robotics Research Center at AUM provides students with the latest technologies for testing, operating and innovating in their engineering projects, through the humanoid lab equipped with latest humanoid research development platforms such as NAO, Pepper and UXA 90 Robot builder, and the Motion Cap-

ture and Aerial Lab equipped with; the latest monitoring and data collection system 16 Vicon.

In addition to the center being a premises for research and science aimed at developing Robotic technology, international standards applied at the center allow it to host local and international competitions where students get to innovate and compete in a positive and well-guided environment.

KU's College of Engineering & Petroleum holds event

Zain showcases vacancies at Career Fair

KUWAIT CITY, April 4: Zain, the leading telecommunications company in Kuwait, announced its participation in the 18th Career Fair organized by the Engineering Training and Alumni Center of Kuwait University's College of Engineering and Petroleum. The event was held in Farouq Barghash Hall under the patronage of Kuwait University President Dr Hussein Al Ansari and the attendance of Dean of the College of

Engineering and Petroleum Dr Abdulatif Al Khulaifi.

Zain's annual participation in career fairs comes in line with the company's core belief that contributing to educational development is essential for students to then go on to be successful and contributing members of the society. Such events play a big role in attracting bright and optimistic youth who are looking for job opportunities in the vari-

ous industries within the local private sector. Through its dedicated booth, Zain showcased its available vacancies as well as its human resources policy, which closely focuses on attracting national talents that are capable of enriching its internal culture. The company also showcased the available vacancies for undergraduates to work in part-time jobs as part of its Future University Network (FUN) program.



Dean of the College of Engineering and Petroleum Dr Abdulatif Al Khulaifi with Zain officials at the company's booth.