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## New Zealand Companies shaping the Future of Middle East Healthcare

Press Release



*New Zealand Consulate in Dubai hosts event to showcase the latest in healthcare tech innovations from New Zealand*

UAE, Dubai, January 29 2011: New Zealand companies leading the evolution in global healthcare technology were showcased last night at a majlis event coinciding with this week's Arab Health conference.

Wayne Mikkelsen, Consul General and New Zealand Trade Commissioner (back row, six left), Dr Mohammed Al Redha, Acting Director, Health Data & Information Analysis Department – Health Policy & Strategy Sector (back row, second left); and Dr Shane Reti from the Chief Operating Office, International Division of Health Informatics, BIDMC, Harvard Medical School, USA (front row, fourth right) with attendees at the Majlis event

Dr Mohammed Al Redha, Acting Director, Health Data & Information Analysis Department - Health Policy & Strategy Sector; and Dr Shane Reti, from the Chief Operating Office, International Division of Health Informatics, BIDMC, Harvard Medical School, USA; chaired the session, which was also attended by three of New Zealand's most innovative healthcare technology companies - Winscribe, a world leader in digital dictation and workflow software; Fisher & Paykel Healthcare, a leading supplier of devices and systems for use in respiratory care, acute care and the treatment of obstructive sleep apnea; and Orion Health, a leading provider of clinical workflow and

integration technology globally. Cementing its commitment to supporting New Zealand healthcare companies based in the Middle East, the event was hosted by New Zealand Consulate in Dubai and New Zealand Trade and Enterprise (NZTE), the New Zealand Government's economic development agency.

The evening session, which was attended by over 25 Emirati healthcare professionals and practitioners, New Zealand companies and their local partners, focused on healthcare advancement and innovation. Dr Reti spoke about New Zealand innovations in healthcare and its relevance to the Gulf region and this was followed by an open discussion amongst the guests in attendance.

Wayne Mikkelsen Consul General and New Zealand Trade Commissioner said, "New Zealand companies have a proven track record in healthcare innovation, creating pioneering technology, which has been embraced by public and private healthcare providers here in the Middle East. We were honored to welcome a number of influential Emirati healthcare professions to the discussion, and the open forum and sharing of ideas reinforced the strong links we have with the UAE's healthcare sector."

Mr. Mikkelsen concluded, "Those in the healthcare sector are looking for ways in which to enhance the patient experience and improve hospital management, leading to positive health outcomes. Meeting in the majlis environment provided a wonderful platform for discussions on the key healthcare issues, while building trust and understanding between our health professionals.

The participating companies, (all of which have regional headquarters or local partners in the UAE) have already established mutually beneficial links with the region's healthcare providers. Efficiency and patient turnaround times have been significantly improved at the Welcare Hospital, The City Hospital and eight other clinics throughout Dubai thanks to Winscribe's dictation and workflow software, which speeds up insurance approval times as well as reducing doctors' paperwork. Philip Vian, Regional CEO (EMEA) said: "This system can be tailored to the unique characteristics of each hospital, making it an ideal solution to the time-consuming methods that were previously employed. This is the fourth year we have attended Arab Health and the networking opportunities it provides are extremely beneficial in growing our business relationships in the Gulf region."

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**About New Zealand Trade and Enterprise**

*New Zealand Trade and Enterprise (NZTE) is the New Zealand government's national economic development agency. It works to stimulate economic growth by helping to boost export earnings, strengthen regional economies, and deliver economic development assistance to industries and individual businesses. Through its global network of offices NZTE works with international businesses and investors, connecting them to New Zealand business opportunities. NZTE's focus is on industries and sectors where New Zealand has a long-term competitive advantage on world markets, and on businesses with high-growth potential.*

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